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Women's Attitudes TOWARD COTTON AND OTHER FIBERS USED IN WEARING APPAREL

Marketing Research Report No. 820
U.S. DEPARTMENT OF AGRICULTURE/STATISTICAL REPORTING SERVICE

PREFACE

This study is concerned with women's attitudes toward fibers in selected items of clothing. It is part of a broad program to provide the cotton and wool industries and the Department of Agriculture with information on women's experiences, beliefs, and attitudes related to fibers. Such information will provide a guide for future research on product improvement based on expressed consumer needs. It is one of a series of studies being conducted by the Special Surveys Branch, Standards and Research Division, Statistical Reporting Service.

The study was conducted under the general direction of Margaret Weidenhamer; Ann Owings assisted in the planning stage. Advice was provided in the planning stage by subject matter specialists in the U.S. Department of Agriculture, the National Cotton Council of America, and The Wool Bureau, Inc. The data on which this report is based were collected by Daniel Yankelovich, Inc. of New York under contract with the U.S. Department of Agriculture.

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HIGHLIGHTS

Women between ages 18 and 65 were interviewed in a nationwide survey which focused on six items of women's clothing (primarily worn during warm weather) and on two underwear items. These were summer dresses, between-seasons dresses, warm-weather knit dresses, warm-weather suits, warm-weather skirts, blouses, whole slips, and half-slips. Only readymade clothing was included in the survey.

Incidence of ownership by the respondents ranged from a high of 88 percent owning summer dresses to a low of 27 percent owning warm-weather knits. The ownership picture was as follows: (1) Summer dresses, blouses, and slips (both half and whole) were owned by at least three-fourths of the women. (2) Between-seasons dresses, warm-weather suits, and warm-weather skirts were owned by roughly half the women. (3) Warm-weather knits were owned by about one-fourth of the women.

The clothing items in the latter two groups tended to be owned by younger women, those with higher family incomes, better educated women, employed women, and urban women.

Most of the clothes studied were subject to fashion trends, but few women reported that they expected these clothes to last for only one season. The median life expectancy for all the clothing items studied was about 3 years. Therefore, durability for at least two or three seasons appears to be a requisite in the purchase of the items studied.

There were important variations in the purchase determinants that applied to the different clothing items. Nonetheless, women, as would be expected, placed primary importance on characteristics such as color, style, and fit. Assuming that these key factors were met, the following purchase considerations emerged with respect to the various individual items.

For summer dresses, comfort characteristics such as cool and lightweight along with ease of care (washability and ironing ease) were the most important considerations in determining selection. Wrinkle resistance and shape retention were also of interest to the consumer in her summer dresses--but to a lesser degree.

The same considerations that applied to the choice of summer dresses applied also to between-seasons dresses. However, there was less focus on ease of care and more concern with multiseasonal use and versatility (appropriate for many occasions).

In selecting warm-weather knit dresses, as in selecting between-seasons dresses, less interest was shown in care and laundering characteristics. Aside from appearance and fit, interest centered on shape retention and warm-weather comfort.

The desirable features for warm-weather suits and skirts included wrinkle resistance, shape retention, and coolness as exemplified by lightweight fabrics. Little interest was expressed in easy care characteristics for suits, while the converse was true with respect to skirts.

Aside from appearance and fit, care and laundering factors were considered most important in purchasing blouses.

Slips (both whole and half) were the only garments for which appearance was not a major factor in the purchase decision. Fit was most important, followed by machine washability and the need for little or no ironing.

Consistent with the purchase criteria for the different clothing items were the ways in which respondents cared for these items. Summer dresses, skirts, blouses, and slips were washed either by machine or by hand by most of the respondents. It is interesting to note that just as many women hand washed these garments as machine washed them. On the other hand, between-seasons dresses, knit dresses, and suits were drycleaned by the majority of the respondents.

Cotton was reportedly the dominant fiber in ownership and preference for all the items studied, except for slips, where nylon was the leader. From an "image" point of view, based on respondents' attitudes toward cotton in general and the specific attitudes expressed toward cotton for the clothing items studied (end uses), "all cotton" implies a number of important benefits. It was cited for its good appearance and good fit--the most essential purchase determinants. Furthermore, cotton was credited with being cool and lightweight--also important considerations in the purchase of warm-weather clothes. In addition, cotton was perceived as offering easy care benefits; cotton's washability was a real plus factor for those items for which washability was a key criterion--summer dresses, blouses, skirts, and slips.

The major weakness in the image cotton projected was that cotton clothes were believed to require too much ironing. Furthermore, cotton was not perceived as being wrinkle resistant.

While cotton-and-synthetic blends did not enjoy dominance in the end uses studied, the blends showed gains over recent years. On the one hand, the blends enjoyed most of cotton's positive image factors: good fit, cool and lightweight, good appearance (albeit not to the degree that is reported for cotton). On the other hand, in the minds of many consumers blends required little or no ironing and were more wrinkle resistant.

For most end uses, rayon and nylon emerged as the most disliked fibers. They were both faulted for fraying and pulling at the seams, for being difficult to iron, and for clinging to the body. In addition, many respondents said that nylon was warm. Rayon was criticized as being cheap looking, easily wrinkled, and quick to lose its shape.

The chart on the following page summarizes the purchase criteria, fiber preference, and reasons for preference for each end use studied.

SUMMARY OF PURCHASE CRITERIA AND PREFERENCES

End use	Purchase criteria	Fiber preference	Reasons for preference		
			Cotton	Major competitive fiber	
Summer dresses	1. Appearance, fit 2. Cool, lightweight 3. Care and laundering 4. Wrinkle resistance, shape retention	Cotton ahead of cotton-and-synthetic blends	1. Good appearance 2. Washability 3. Cool, lightweight	1. Wrinkle resistance 2. Cool, lightweight 3. Less ironing	Cotton-and-synthetic blends
Between-seasons dresses	1. Appearance, fit 2. Weight 3. Versatility 4. Seasonal use 5. Wrinkle resistance, shape retention	Cotton and cotton-and-synthetic blends almost even	1. Good appearance, fit 2. Versatility 3. Multiseasonal wear 4. Washability	1. Good appearance, fit 2. Versatility 3. Multiseasonal wear 4. Wrinkle resistance	
Warm-weather knit dresses	1. Appearance, fit 2. Durability, shape retention 3. Cool, lightweight 4. Wrinkle resistance	Cotton ahead of cotton-and-synthetic blends	1. Good appearance, fit 2. Cool, lightweight	1. Good appearance, fit 2. Shape retention 3. Wrinkle resistance	
Warm-weather suits	1. Appearance, fit 2. Cool, lightweight 3. Shape retention 4. Wrinkle resistance	Cotton ahead of cotton-and-synthetic blends	1. Good appearance, fit 2. Cool, lightweight 3. Shape retention 4. Washable	1. Good appearance, fit 2. Cool, lightweight 3. Wrinkle resistance 4. Quick drying	
Warm-weather skirts	1. Appearance, fit 2. Fabric weight, wrinkle resistance, shape retention 3. Care and laundering	Cotton ahead of cotton-and-synthetic blends	1. Good appearance 2. Cool, lightweight 3. Machine washable 4. Durability, price	1. Wrinkle resistance 2. Quick drying 3. Little ironing	
Blouses	1. Appearance, fit 2. Care and laundering	Cotton ahead of cotton-and-synthetic blends	1. Washability 2. Ironing ease 3. Durability 4. Coolness	1. Less ironing 2. Wrinkle resistance	
Slips (both whole and half)	1. Fit 2. Machine washable 3. Little ironing 4. Shape retention	Nylon ahead of cotton	1. Machine washable 2. Nonclinging 3. Good fit 4. Durability	1. Quick drying 2. Little ironing 3. Good fit 4. Durability	Nylon

WOMEN'S ATTITUDES TOWARD COTTON AND OTHER FIBERS USED IN WEARING APPAREL

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INTRODUCTION

In recent years, consumption of manmade fibers as a proportion of total fiber consumption in the United States has increased considerably. This has made it necessary to update existing evaluations of markets for natural fibers as compared with synthetic fibers. Persons interested in improving natural fibers and in maintaining or increasing their use need information on changing consumer attitudes. The major purpose of this study is to provide information on the beliefs and attitudes of women about cotton and its competitors in the clothing they wear for warm weather. Having access to such information, those concerned with cotton production and manufacture can direct their laboratory research and public information efforts more closely toward strengthening their position with consumers.

This survey is an extension of research conducted in 1959 on women's opinions of clothing fibers. 1/ However, the subject areas covered were revised somewhat to reflect current needs for data.

A sample of women between 18 and 65 years of age living in private households in the United States was selected by the area probability method. A total of 2,909 women were interviewed in person in their homes during October and November 1965. A more detailed discussion of the sample may be found in the appendix.

Surveys conducted by the U.S. Department of Agriculture in the past have used open-end questions to collect qualitative data on reactions to farm products. It was decided at the inception of this research to experiment with the use of structured questions for collecting this type of data.

Therefore, the sample was split into two nearly equal groups of women. Two versions of the questionnaire were used. One version, which was largely

1/ Weidenhamer, Margaret. Women's Attitudes Toward Cotton and Other Fibers in Clothing. U.S. Dept. Agr. Mktg. Res. Rpt. 493, July 1961.

parallel in design to the questionnaire used in the earlier study, contained open-end questions to elicit information on selected items. The other version was identical in subject matter but utilized structured rather than open-end questions in comparable areas of questioning. The use of the version with open questions made it possible to retain comparability with earlier studies in terms of key trend data. It was also possible to assess the advantages and disadvantages of both types of questionnaires and to compare the data emergent from each version. A more detailed discussion of this comparison may be found in the methodological section.

Areas of Questioning

The readymade items of clothing included in this study were women's warm-weather knit dresses, suits, skirts, summer dresses, between-seasons dresses, blouses, whole slips, and half-slips. The women were asked which ones of these selected readymade items of clothing they possessed; what they looked for in purchasing a particular garment; the fiber content of those items; what fibers they preferred and their reasons for preferring the fiber for a specific article of clothing; what fibers they disliked for each article of clothing; how many such garments they had purchased in the past year and what fibers these were made of; how they cared for and laundered these garments; and years of use expected of the garments. They were also asked what seasons of the year they wanted to wear knit dresses, summer dresses, and between-seasons dresses. In addition, they were questioned on the importance of labels in their garments; their likes and dislikes of selected fibers and blends; and their opinions of wash and wear clothing, stretch material, and machine washable woolens. The questionnaires used are reproduced in the appendix.

Caution in Interpreting the Data

Every survey in which interviews are conducted with less than 100 percent of the members of the group being studied is subject to some possible sampling variation. For the results of this study, approximate confidence limits for various percentages were calculated and are shown in the appendix.

The findings are presented as summaries of the statements made by the women, and are subject to any errors they made in reporting their beliefs and attitudes. It is especially important to keep this in mind in analyzing data on fiber experience and preferences, since difficulties with fiber identification have some influence on the validity of respondents' statements. Inadvertent misstatements by respondents may occur because of oversights, lack of information, or confusion about fiber content. There are many kinds of fibers and fiber combinations on the market, and problems of identification may arise from the use of descriptive or brand names for a product. Furthermore, clothing items made of such mixtures as polyester and cotton, for example, may have been identified as either polyester or cotton, and there may have been confusion among such fibers as rayon, acetate, polyester, and silk. However, since this study was not intended to provide estimates of fiber consumption, but to gather data about the attitudes and impressions women hold toward the various materials, the statements made were accepted as given.

Respondents were also describing from memory the number of items and the fibers they owned or bought. Some forgetting, overstatement, or misunderstanding may have crept into the responses. No closet inventories of garments nor analyses of fiber content were conducted. In discussing years of use expected from a garment, a respondent may or may not have taken into account her interest in keeping up with the latest styles.

Visual aids were used for most of the questions about fibers. These were cards which listed trademarks and their generic names, for example, polyester (Dacron, Fortrel, Kodel, etc.) acrylic (Orlon, Acrilan, etc.). 2/ Although rayon and acetate were listed as separate fibers on the visual aid, they were tabulated together because previous studies indicated that many consumers did not distinguish between the two. The "rayon/acetate" category also included registered trademarks, such as Arnel. For areas of questioning where cards were not utilized, trademarks, if reported, were converted into the generic names when the data were tabulated.

Throughout the text of the report and in the questionnaires used for this research, the words "material," "fiber," and "fabric" were used interchangeably. When a respondent answered a question in terms of a material whose fiber content was not readily identifiable because of the growing use of manmade or blended fibers (jersey for example), an attempt was made to have her identify the specific fiber content.

SUMMER DRESSES

Ownership

Summer dress ownership, as might be expected, is almost universal among the adult female population--about 9 out of 10 women interviewed owned at least 1 summer dress. A majority (70 percent) had purchased two or more in the preceding year with almost the same number (67 percent) saying that they wanted their summer dresses to last 3 years or more.

(Questions 38, 43a, and 46)

The following discussion of women's attitudes and practices with respect to summer dresses applies only to the 88 percent who owned such dresses.

Major Factors in Summer Dress Selection

Color and style were the major considerations in determining summer dress selection. Comfort and weight, as characterized by a cool, lightweight fabric, were next in importance along with care and laundering features.

2/ The use of trademark names does not imply endorsement of the products by the U.S. Department of Agriculture.

Ironing ease as well as washability was of interest and concern to the consumer. Wrinkle resistance, shape retention, and preference of the purchaser for a particular fabric, while less crucial, were nonetheless important purchase determinants in summer dress selection.

(Question 39)

Most of the summer dress owners reported that they washed their dresses rather than having them drycleaned. Machine washing and hand washing were reported by 48 percent and 53 percent, respectively. Some summer dresses were drycleaned (by 2 out of 10 respondents) especially by higher income, better educated women who lived in large metropolitan areas where drycleaning facilities were readily available.

(Question 45)

While multiseasonal wear did not emerge as a major factor in summer dress selection, about two-thirds of the women reported, when questioned on the subject directly, that they wanted to wear summer dresses in other seasons as well as in summer--mainly in the spring or fall.

(Question 47)

Fiber Preference

The majority of summer dress owners (81 percent) had cotton summer dresses and about half (47 percent) expressed a preference for cotton. A cotton-and-synthetic blend was the next most commonly reported fiber in terms of ownership (44 percent) and expressed preference (22 percent).

About half of the women who had summer dresses regarded rayon/acetate and nylon as the least appealing dress fabrics for summer wear. The following table abstract summarizes key fiber data for summer dresses.

	Ownership	Purchased in past year	Fiber preference	Fiber disliked
	Percent of respondents 1/			
Cotton	81	72	47	5
Cotton-and-synthetics	44	38	22	4
Rayon/acetate	22	17	6	49
Polyester	20	16	8	8
Nylon	11	7	2	52

1/ Includes only women who owned summer dresses.

Two of the major benefits cited for cotton--good appearance and washability--were also cited by respondents as important purchase determinants in selecting summer dresses. A major attribute mentioned for cotton-and-synthetic blends was wrinkle resistance, which was of somewhat less concern to the

consumer for summer dresses. Both fibers were credited with being cool and lightweight as well as easy to care for in terms of their ironing needs. However, the need for less ironing was cited more often as an attribute of cotton-and-synthetic blends by those preferring these fabrics for summer dresses. According to respondents, polyester's attributes followed a pattern similar to that of the cotton-and-synthetic blends.

(Questions 40-42, 43b, and 44)

BETWEEN-SEASONS DRESSES

Ownership

Two out of five women interviewed owned at least one between-seasons dress. (About 4 out of 10 of these women (45 percent) had purchased two or more such dresses in the previous year.) Ownership and purchase of between-seasons dresses increased as education and income increased.

A majority of the women (76 percent) indicated that they wanted these dresses to last 3 or more years. The average life expectancy for a between-seasons dress was about 3 years.

(Questions 48, 53a, and 56)

The following discussion of women's attitudes and practices with respect to between-seasons dresses applies only to the 41 percent who owned such dresses.

Major Factors in Between-Seasons Dress Selection

The major considerations of appearance, style, and fit that applied in the choice and evaluation of summer dresses also influenced the selection of between-seasons dresses (as well as some lesser considerations of wrinkle-resistance, shape retention, and fiber preference). However, differences emerged with respect to other selection factors. Aside from the weight of the fabric--between-seasons dresses were expected to be heavyweight or mediumweight rather than lightweight--a major concern was function (versatility and wear-ability during the spring and fall seasons) as opposed to care and laundering considerations, since more respondents said they drycleaned rather than washed their between-seasons dresses.

(Questions 49, 55, and 57)

Fiber Preference

Cotton commanded less of a lead in between-seasons dresses than in summer dresses, in both ownership and preference. Cotton-and-synthetic blends were almost on a par with all-cotton for these dresses. As with summer dresses, rayon/acetate and nylon were the most disliked fabrics.

The following table abstract summarizes key fiber data for between-seasons dresses.

	Ownership	Purchased in past year	Fiber preference	Fiber disliked
	Percent of respondents 1/			
Cotton	40	33	23	14
Cotton-and-synthetic	32	27	17	5
Rayon/acetate	17	13	8	47
Nylon	4	4	2	48

1/ Includes only women who owned between-seasons dresses.

Both cotton and cotton blends were praised for those characteristics women looked for in a between-seasons dress--mainly appearance, fit, versatility, and multiseasonal wear. Only two significant differences emerged in the image of these fibers, neither of which was a major factor in the purchase of between-seasons dresses.

Among women who preferred cotton, washability was seen as an important benefit. Among those who preferred cotton-and-synthetic blends, wrinkle resistance was frequently cited as an advantage.

In summary: both cotton and cotton blends commanded almost equal attention in the marketplace with respect to between-seasons dress purchases. Both met the critical needs of the consumer; cotton, in addition, satisfied those consumers who were looking for washability; cotton-synthetics, on the other hand, appealed to those who desired wrinkle-resistant garments.

(Questions 50-52, 53b, and 54)

WARM-WEATHER KNIT DRESSES

Ownership

Ownership of warm-weather knit dresses was reported by relative few respondents. Only about one woman in four reported having a knit dress for warm-weather wear in her wardrobe. 3/ This group included proportionately more of the younger, better educated women; those in higher income groups; and those living in metropolitan areas.

(Question 10)

3/ Reports of ownership of warm-weather knit dresses reflect consumer perceptions as to knits versus other weaves.

Four out of ten of the women (42 percent) who owned knit dresses reported the purchase of at least two knit dresses during the previous year. In general, the majority of women (78 percent) expected a warm-weather knit dress to last 3 or more years.

(Questions 15a and 18)

The following discussion of women's attitudes and practices with respect to warm-weather knit dresses applies only to the 27 percent who owned such dresses.

Major Factors in Knit Dress Selection

Aside from fit and appearance, durability (including shape retention) and warm-weather comfort (lightness and coolness) were the most important characteristics looked for in a knit dress. Following in importance were price, versatility, multiseasonal use, and wrinkle resistance. With respect to multiseasonal wear, preferences were cited for the following season combinations: spring, summer, and fall (21 percent), spring and fall (19 percent), and summer and spring (12 percent). About one out of five women expressed a desire to wear knit dresses all year round.

(Questions 11 and 19)

Relatively little importance was attributed to care and laundering in determining knit dress purchases. The most common method of caring for knit dresses was to have them professionally drycleaned--63 percent of the women did this. Only 1 out of 10 machine washed these garments and about 3 out of 10 washed them by hand.

(Questions 11 and 17)

Fiber Preference

Cotton was the leading fiber for warm-weather knit dresses both in ownership and preference--followed by cotton-and-synthetic blends, rayon/acetate, and wool.

Wool, rayon/acetate, and nylon (each mentioned by about a third of the women) were prominent among those fibers disliked for warm-weather knit dresses, while all cotton and cotton blends were considered unsuitable by only a small minority.

The following table abstract summarizes key fiber data for warm-weather knit dresses.

	Owner-ship	Purchased in past year	Fiber prefer-ence	Fiber dis-liked
	Percent of respondents 1/			
Cotton	48	41	28	12
Cotton-and-synthetics	21	17	12	5
Rayon/acetate	17	12	7	32
Wool	16	11	9	37
Nylon	9	7	3	33

1/ Includes only women who owned warm-weather knit dresses.

Both cotton and cotton-and-synthetic blends are valued for their good fit and appearance characteristics for warm-weather knit dresses. While cotton was more widely praised as being a cool, lightweight fabric, the cotton blends were more likely to be credited for shape retention and wrinkle resistance.

To sum up: cotton was the dominant fiber for warm-weather knit dresses. Cotton blends, however, enjoyed most of cotton's positive image as well as having some other important characteristics--notably long-range durability in terms of shape retention and the short-range or day-to-day performance benefit of wrinkle resistance.

(Questions 12-14, 15b, and 16)

WARM-WEATHER SUITS

Ownership

More than two-fifths (43 percent) of the women reported owning one or more warm-weather suits that had been worn during the previous year. Owners of warm-weather suits tended to be younger women, those with higher family incomes and those with better educations.

(Question 20)

Among owners of warm-weather suits about 4 in 10 had purchased 2 or more such suits in the preceding 12 months. Three or more years' use was expected from them by a majority of the women (74 percent).

(Questions 25a and 28)

The following discussion of women's attitudes and practices with respect to warm-weather suits applies only to the 43 percent who owned such suits.

Major Factors in Warm-Weather Suit Selection

A relatively large number of considerations entered into the selection of warm-weather suits; however, these varied widely in their relative importance. First in order of importance were those considerations relating to appearance, styling, and fit. Assuming these were satisfactory, women were most likely to turn their attention to fabric qualities. Most important in this regard were the fabric weight (cool, lightweight fabrics being preferred), the ability of a fabric to hold its shape and resist wrinkling, and longer range fabric durability. Price, although not unimportant, did not appear to be as important in the selection of a warm-weather suit as the characteristics mentioned above. Relatively low in order of importance were those considerations relating to the care and laundering of warm-weather suits.

(Question 21)

The relatively low level of concern evidenced toward care and laundering requirements in selecting a warm-weather suit was consistent with the fact that over half of the women (56 percent) had their warm-weather suits drycleaned professionally.

(Question 27)

Fiber Preference

Cotton was the leading fiber in warm-weather suits, both in use and preference, followed by cotton-and-synthetic blends. Linen was next in line, but linen was also one of the fibers disliked by a significant number of the respondents. The following table abstract summarizes key fiber data for warm-weather suits.

	Ownership	Purchased in past year	Fiber preference	Fiber disliked
	Percent of respondents 1/			
Cotton	51	43	28	8
Cotton-and-synthetics	30	27	19	5
Linen	22	15	8	20
Rayon/acetate	13	10	5	44
Cotton and rayon	13	11	5	8
Polyester	10	7	5	8
Nylon	3	3	2	48

1/ Includes only women who owned warm-weather suits.

(Questions 22, 23, 25b, and 26)

The preference for cotton and for cotton blends was based, largely, upon the key criteria influencing the selection of warm-weather suits. Cotton was credited with being a cool, lightweight fabric, amenable to attractive patterns,

good styling, and good fit. Cotton was also preferred because it was considered to hold its shape well, could be ironed easily, would last a long time, and was suitable for machine washing. Machine washability, however, was a relatively unimportant selection criterion.

Fabrics made of a combination of cotton and a synthetic fiber were preferred for many of the same qualities that were attributed to cotton. In addition, the cotton-and-synthetic fabrics were credited with being wrinkle resistant and quick-drying.

Preferences for linen, as compared with preferences for other fabrics, were more likely to be based upon styling and durability. Furthermore, linen was not as likely as cotton-and-synthetic blends to be perceived as being wrinkle resistant, and was evaluated in much the same manner as cotton in this respect.

(Question 24)

In summary, the findings indicate that cotton was strongly preferred because it satisfied more of the important criteria operative in the selection of warm-weather suits. Although other fabrics were seen as superior to cotton with respect to certain qualities--such as wrinkle resistance--it would appear that none of these fabrics offered as suitable a combination of advantages as did cotton.

WARM-WEATHER SKIRTS

Ownership

Over one-half (55 percent) of the respondents reported owning one or more readymade warm-weather skirts that had been worn during the past year. Ownership of warm-weather skirts was correlated with key socioeconomic characteristics of the population--particularly age, income, and education. Essentially, ownership of warm-weather skirts was most characteristic of younger, higher income, and better educated women.

The most marked variation in ownership of warm-weather skirts occurred, however, in relation to age. Within the youngest age group surveyed (18 to 29 years) three out of four women reported owning a warm-weather skirt. This proportion declined to one out of three within the oldest group surveyed (50 to 65 years).

(Question 29)

The following discussion of women's attitudes and practices with respect to warm-weather skirts applies only to the 55 percent who owned such skirts.

Over half of the women (57 percent) had purchased two or more warm-weather skirts in the previous 12 months with incidence of purchase highest among younger women during that period.

A majority of the warm-weather skirt owners (64 percent) expected to keep these skirts in their wardrobe for 3 or more years.

(Questions 34a and 37)

Major Factors in Warm-Weather Skirt Selection

Appearance, styling, and fit were the considerations which were uppermost in the minds of women in selecting warm-weather skirts. Second in importance in the selection of skirts were fabric qualities--namely, fabric weight, wrinkle-resistance, and the ability of the skirt to hold its shape.

Care and laundering considerations, and particularly suitability to machine washing, were also of importance in the selection of warm-weather skirts. This concern was consistent with the finding that only a minority of the women had their skirts drycleaned professionally, and that the majority hand washed and/or machine washed their skirts.

(Questions 30 and 36)

Fiber Preference

Cotton was the dominant fabric for warm-weather skirts, both in terms of ownership and preference, and was followed by cotton-and-synthetic blends.

The following table abstract summarizes key fiber data for warm-weather skirts.

	Ownership	Purchased in past year	Fiber preference	Fiber disliked
	Percent of respondents 1/			
Cotton	71	59	44	8
Cotton-and-synthetics	35	31	21	5
Linen	17	12	5	24
Rayon/acetate	15	10	4	49
Polyester	13	10	6	9
Cotton and rayon	11	8	3	8
Nylon	4	3	2	53

1/ Includes only women who owned warm-weather skirts.

(Questions 31, 32, 34b, and 35)

Cotton was preferred over other fabrics for warm-weather skirts largely because it was perceived as being available in more attractive colors and designs; as being a cool, lightweight fabric that could be machine washed; as easy to iron; and as a fabric that would last several years.

Cotton blends were not perceived as having these advantages to the same degree as cotton, but were credited with being more wrinkle-resistant and quicker drying than cotton, and requiring little or no ironing.

(Question 33)

In summary, cotton's strength relative to that of other fabrics used in the manufacture of warm-weather skirts depended primarily on women's perception of cotton as a cool, attractive fabric, easy to wash and durable. The cotton blends were perceived as having laundering and wrinkle resistance advantages as compared with cotton.

However, cotton blends, according to respondents, were not as durable as cotton, nor as available in attractive colors and designs.

BLOUSES

Ownership

Four out of five of the women interviewed owned blouses (excluding knit tops) that they had worn in the past year. There were marked variations in ownership according to age, income, and education. Blouse ownership appears to be more characteristic of younger women, women with higher incomes, and better educated women.

A majority of the blouse owners (77 percent) had purchased two or more blouses in the previous year--with the incidence of purchase highest among the same groups that were most likely to own them.

More than half of these women (57 percent) regardless of their age, income, or educational level, expected to get 3 or more years' use out of a blouse.

(Questions 58, 63a, and 66)

The following discussion of women's attitudes and practices with respect to blouses applies only to the 80 percent who owned blouses.

Major Factors in Blouse Selection

Women reported that in addition to good fit and good appearance, care and laundering features were most important in purchasing blouses. This is not surprising since most women either machine washed (65 percent) and/or hand washed (45 percent) their blouses. Few women had their blouses drycleaned

(6 percent). Following in importance as purchase determinants were specific fiber preferences, year-round wear, and price.

(Questions 59 and 65)

Fiber Preference

More than 8 out of 10 women reported having at least one cotton blouse in their wardrobes. Cotton was first in preference as well as ownership and cotton-and-synthetic blends were second in ownership and expressed preference. However, women with college educations and those in the upper income bracket preferred cotton-and-synthetic blends over cotton for blouses.

Rayon/acetate and nylon headed the list of fibers which were not particularly liked for blouses.

The following table abstract summarizes the key fiber data for blouses.

	Ownership	Purchased in past year	Fiber Preference	Fiber disliked
	Percent of respondents 1/			
Cotton	84	74	45	6
Cotton-and-synthetics	46	44	26	4
Polyester	22	16	8	7
Rayon/acetate	18	13	3	53
Nylon	16	10	4	49

1/ Includes only women who owned blouses.

(Questions 60, 61, 63b, and 64)

Preferences for cotton blouses were largely based upon care and laundering considerations (washability and ironing ease), durability, coolness, and appearance and style. Care and laundering (with special reference to minimum ironing requirements) and wrinkle resistance were the outstanding attributes ascribed to cotton-and-synthetic blends.

(Questions 61 and 62)

To sum up: cotton's position with respect to blouses was a strong one, meeting all the requirements consumers look for in a blouse. However, its position was somewhat weaker among the style-setters--higher income and better educated women.

Ownership

Ownership of whole slips was reported by a large majority of the respondents (about three out of four women). Ownership increased with age--about 9 out of 10 women 50 to 65 years of age reported ownership of whole slips as compared with about 6 out of 10 women in the 18 to 29 age group. Another factor bearing on ownership was where the women lived--those living in small cities and rural areas reported a higher incidence of ownership than those living in large cities.

About half of the owners of the whole slips (52 percent) had purchased at least two whole slips during the previous 12 months with about the same number (57 percent) reporting that they expected slips to last 3 or more years.

(Questions 76, 81a, and 84)

The following discussion of women's attitudes and practices with respect to whole slips applies only to the 76 percent who owned such slips.

Major Factors in Whole Slip Selection

The single most important purchase determinant in the selection of a whole slip was that it should fit well. The remaining determinants (of equal importance) were that it be machine washable (about three out of five women machine wash their slips), require little or no ironing, retain shape, be nonclinging, and have a satisfactory fabric content. Some respondents also said that they looked for a slip that was nontransparent. 4/ While style was of some interest to women, little importance was attached to color.

(Questions 77 and 83)

Fiber Preference

Nylon was by far the leading fiber for whole slips--in ownership, recent purchase, and preference. Cotton was in second place, but substantially behind nylon. While all segments of the population preferred nylon, its greatest acceptance was among the higher income, better educated groups. Rayon/acetate was named as a disliked fiber by a substantial proportion of women, followed by all cotton and silk.

4/ Nontransparency emerged as a purchase determinant in the open-ended version and not in the structured questionnaire.

The following table abstract summarizes the key fiber data for whole slips.

	Ownership	Purchased in past year	Fiber preference	Fiber disliked
	Percent of respondents 1/			
Nylon	70	62	54	18
Cotton	25	21	13	37
Cotton-and-synthetics	16	13	9	11
Rayon/acetate	14	11	6	53
Polyester	6	5	4	14
Cotton and rayon	4	3	2	16
Silk	4	3	1	37

1/ Includes only those women who owned whole slips.

(Questions 78, 79, 81b, and 82)

Consumers preferred nylon for whole slips because they believed it to be quick drying and machine washable, and to require little ironing. Nylon slips were also credited with good fit and durability. Cotton slips were praised by those who preferred them for being machine washable, durable, cool, and nonclinging.

(Question 80)

HALF-SLIPS (PETTICOATS)

Ownership

Ownership of half-slips (as of whole slips) was reported by a large proportion of the respondents. About three-quarters of the women reported owning a half-slip. However, half-slips were worn more by younger women, higher income groups, better educated women, and those living in metropolitan areas.

Among those who owned half-slips over half (56 percent) reported the purchase of two or more half-slips during the previous year with a like number (51 percent) indicating that they expected 3 or more years' wear out of their half-slips.

(Questions 67, 72a, and 75)

The following discussion of women's attitudes and practices with respect to half-slips applies only to the 73 percent who owned half-slips.

Major Factors in Half-Slip Selection

The major issures in the selection of a half-slip were similar to those reported for whole slips--good fit, followed by machine washability, ironing ease, shape retention, and nonclinging fabric. Most women (62 percent) machine washed half-slips.

(Questions 68 and 74)

Fiber Preference

Fiber ownership, preferences, and benefits of the preferred fibers reported for half-slips were similar to those reported for whole slips--nylon was the leading fiber, followed by cotton and cotton-and-synthetic blends.

	Ownership	Purchased in past year	Fiber preference	Fiber disliked
	Percent of respondents 1/			
Nylon	67	59	51	21
Cotton	28	23	15	34
Rayon/acetate	17	12	7	52
Cotton-and-synthetics	16	14	10	11
Polyester	7	6	5	13
Silk	5	3	2	36
Cotton and rayon	4	2	2	17

1/ Includes only women who owned half-slips.

(Questions 69-71, 72b, and 73)

To sum up: nylon's position with respect to slips was strong. Nylon met all the needs of the respondents and appealed to all groups.

FIBER/FABRIC ATTITUDES

Attitudes Toward Specific Fibers

Respondents were asked to evaluate five different materials by indicating what they liked about them and what they disliked about them. The materials asked about were: cotton, cotton-and-Dacron, Dacron, nylon, and rayon.

These five materials were selected for particular study in order to maintain comparability with previous fiber studies conducted by the U.S. Department of Agriculture. The use of cotton-and-Dacron rather than cotton-and-synthetic blends and of "Dacron" rather than polyesters reflects not only the desire for comparability with the past but the fact that the trademark, Dacron, was found to be more recognizable by consumers than the more general terms of synthetic and polyester.

Positive Attitudes

Cotton was perceived as having the following important advantages which were not as widely attributed to the other fabrics discussed:

...Machine washable
...Attractive colors and designs
...Can be worn during several seasons
...Machine dryable
...Know how to care for it
...Can be ironed easily
...Cooler
...Will last several years

Furthermore, cotton received more favorable mentions than did any of the other materials studied.

The main attributes cited for cotton-and-Dacron, for Dacron, and for nylon (but not for cotton) were that these require little or no ironing and that they are quick drying. In addition, these materials were perceived as being more wrinkle resistant than cotton. It should be borne in mind, however, that a substantial proportion of women said they were not familiar with Dacron material.

Rayon was not credited with any unique advantages. Furthermore, rayon was the only material about which a sizable number of women reported liking nothing.

The most frequently mentioned positive factors for each material are summarized below.

Cotton

Machine washable
Attractive colors, designs
Can be worn during several seasons
Can be machine dried
Easy to iron
Lasts several years
Cool
Holds its shape
Know how to care for it
Attractive price
Nonclinging

Cotton-and-Dacron

Quick drying
Little or no ironing
Machine washable
Lightweight
Easy to iron
Attractive colors, designs
Wrinkle resistant
Holds its shape
Can be worn during several seasons

Dacron

Quick drying
Little or no ironing
Lightweight
Machine or hand washable
Wrinkle resistant
Will last several years
Attractive colors, designs

Nylon

Quick drying
Little or no ironing
Lightweight
Machine or hand washable
Lasts several years
Wrinkle resistant

Rayon

Quick drying
Lightweight
Attractive colors, designs
Machine washable
Little or no ironing

(Questions 5a-9a)

Negative Attitudes

About half of the women interviewed reported that there was nothing they disliked about cotton, and about 40 percent reported no dislike for cotton-and-Dacron. On the other hand, only about 15 percent reported no dislike for nylon and about 10 percent reported no dislike for rayon. As noted earlier, a substantial proportion of women were unfamiliar with Dacron material and therefore declined to comment.

Rayon, the material which received the largest number of negative mentions, was criticized for the following characteristics:

...Difficulty in ironing
...Cheap looking
...Loses its shape
...Wrinkles easily
...Frays, snags, pulls at the seams

Nylon, which was second to rayon in the negative mentions it received, was disliked for being warm, clinging to the body, fraying and pulling at the seams, and not being colorfast.

Cotton was criticized as requiring too much ironing and also for wrinkling easily.

Both cotton-and-Dacron and Dacron were disliked because women believed stains were difficult to remove from them.

In addition, among those familiar with Dacron, clinging to the body and fraying and pulling at the seams were major criticisms voiced.

The most frequently mentioned negative factors for each material are summarized below.

Cotton

Wrinkles easily
Requires too much ironing

Cotton-and-Dacron

Stains hard to remove

Dacron

Frays and pulls at seams
Clings to body
Stains hard to remove

Nylon

Clings to the body
Warm
Frays and pulls at seams
Not colorfast

Rayon

Frays and pulls at seams
Difficult to iron
Cheap looking
Loses its shape
Wrinkles easily
Clings to the body
Not durable

(Questions 5b-9b)

Summer Stretch Fabrics 5/

While a majority of women in all groups were aware of summer clothes made of stretch fabrics, excluding knits, only about a fourth--mainly younger and better educated women--reported having these garments in their wardrobes. The main reason given for not owning summer clothes made of stretch fabrics was that such garments were revealing and unbecoming. Those who did own them cited comfortable fit as their main attribute, and the majority appeared to be reasonably well satisfied with these garments. The major complaint among those who had summer stretch clothes was that these garments lose their shape.

(Questions 97a and b, 98, 102a and b, and 103)

Among those women who had summer stretch clothes, the majority (9 out of 10) owned a pair of stretch slacks; 1 out of 4 owned stretch shorts; 1 out of 10 had stretch blouses; and 1 out of 10 owned stretch skirts. For all four garments--slacks, shorts, blouses, and skirts--cotton and cotton-and-synthetic blends were the main fibers as indicated below.

5/ The attitudinal data collected on summer stretch fabrics are based on the same methodology in both questionnaire versions, that is, free-response questions.

	Slacks	Shorts	Blouses	Skirts
	Percent of respondents			
Cotton	19	27	26	22
Cotton-and-synthetics	16	18	10	14
Denim 1/	15	19	2	8
Nylon	7	4	12	4
Don't know fiber	27	19	26	30

1/ Some women who named "denim" could not identify its fiber content.

Cotton was the most frequently mentioned preferred fiber for these stretch garments (20 percent), followed by cotton-and-synthetic blends (13 percent) and denim (10 percent). About one-third of the owners of stretch clothes did not report a fiber preference.

(Questions 99a, 99b, and 100)

The chief advantages cited for cotton stretch materials were coolness (27 percent), washability (26 percent), comfortable fit (22 percent), and little or no ironing required (22 percent).

Among women who preferred cotton-and-synthetic blends for stretch garments, the single attribute cited most frequently was their comfortable fit (mentioned by about 4 out of 10). Next in importance were shape retention, ability to wear well, and the fact that little or no ironing was required (each named by about one in four).

(Question 101)

Machine-Washable Woolens 6/

A majority of the women interviewed had never heard of machine washable woolens and only about 1 out of 10 women said they owned any wool clothes that were machine washable. Women who were aware of these garments but did not own them appeared to be skeptical of the washability claim--about a third said they didn't own such clothes because they felt that these garments should be drycleaned rather than washed. Other reasons given were negative attitudes toward wool per se as well as that the women "just hadn't gotten around to buying washable woolens.

(Questions 104a and b, and 105)

6/ The attitudinal data collected on machine washable woolens are based on the same methodology in both questionnaire versions, that is, free-response questions.

Skirts (42 percent) and sweaters (38 percent) were the main washable woolen garments owned, followed by dresses (21 percent) and slacks (19 percent).

(Question 106)

Women who had machine washable woolens cited economical upkeep and ease of care as the most important advantages. About one out of four owners did not report a benefit.

Only a small number of specific disadvantages were mentioned--the most frequent complaint (by 2 out of 10 women) was that washable woolen garments lose their shape easily.

(Questions 107 and 108)

Wash and Wear Fabrics

Ownership

Approximately three out of four women (73 percent) reported owning clothing made of wash and wear fabrics. Among women who did not own wash and wear clothing, awareness of wash and wear materials was found to be relatively high--suggesting that lack of awareness of these materials was not a major factor accounting for lack of ownership.

(Questions 85a and b)

Approximately one-third of the women who did not own wash and wear clothing said they had no special reason for not owning such clothing. The most frequently mentioned specific reason for nonownership (cited by 26 percent) was the feeling that wash and wear clothing still required ironing and therefore, was not "really" wash and wear. Satisfaction with other fabrics, as well as price and style, were also cited as reasons for not owning wash and wear clothing.

(Question 86)

Owners of wash and wear clothing mentioned most frequently cotton blends (58 percent), polyesters (38 percent), nylon (33 percent), and cotton (25 percent) as the fabrics their wash and wear clothing was made of.

(Question 91)

Approximately two out of three women reported owning wash and wear dresses. About one in three reported ownership of slips, and one out of five reported owning lingerie other than slips that were made of wash and wear fabrics. Ownership of each of the other types of wash and wear clothing was reported by less than one-fifth of the women owning some wash and wear clothing.

(Question 90)

Perceptions of Wash and Wear Clothing

Among owners of wash and wear clothing, the term "wash and wear" was most strongly associated with reduced ironing requirements (38 percent) or the elimination of all ironing (35 percent). Ease of washing was associated with wash and wear clothing by 20 percent of the owners while "machine washable" was associated with the term by 12 percent of them.

(Question 87)

The feeling that wash and wear clothing requires too much ironing was the only major criticism of such clothing, and was cited as a shortcoming by approximately one in four owners (26 percent). Over one-half (52 percent) of the owners, however, indicated that nothing was disliked about wash and wear clothing, and 47 percent rated wash and wear clothing as being "very satisfactory" in general.

(Questions 94 and 96)

Wash and wear fabrics were perceived by owners as being available in a wide variety of garments, with both dresses and blouses being mentioned by approximately four out of five owners of wash and wear clothing.

(Question 88)

Attitudes Toward Fibers in Wash and Wear Clothing

Owners of wash and wear clothing were questioned about their attitudes toward fibers in this type of clothes. The fibers they most frequently associated with wash and wear clothing were cotton-and-synthetic blends (73 percent), polyester (66 percent), nylon (53 percent), acrylic (42 percent), and rayon (38 percent). Cotton was thought of as wash and wear fabric by only 32 percent of the owners.

(Question 89)

The fibers most preferred for wash and wear clothing were cotton-and-synthetic blends (preferred by 36 percent), followed by polyester (17 percent). Cotton was preferred by 11 percent of the owners of wash and wear, and nylon by 10 percent. About 16 percent did not indicate a preference for a particular fiber in wash and wear clothes.

(Question 92)

Preference for cotton-and-synthetic blends, polyester, and nylon was based largely on their wrinkle-resistant and quick-drying qualities, and on the reduced ironing requirements associated with these fibers. These

qualities were not as widely attributed to cotton. Cotton, however, tended to be preferred by its advocates because it was perceived as being cooler and having "good fit" characteristics. In addition, it was judged to be more amenable to machine washing.

(Question 93)

When asked what fibers they disliked in wash and wear clothing, the majority of women (77 percent) either said there were none they disliked or indicated that they did not feel knowledgeable enough to answer. Only 3 percent said they did not like cotton.

(Questions 95a and b)

SELECTED SHOPPING CONSIDERATIONS

Problems Encountered in Shopping for Clothing

A majority of women reported problems associated with shopping for clothing. Most of these problems pertained to obtaining the proper fit. Difficulties in this area related primarily to finding clothing that fitted properly about the waist and hips and was of the proper length. Women also reported that sizes did not run true or that proper sizes could not be found. Problems pertaining to styling were reported less frequently.

(Question 1)

Prominent among changes desired in women's clothes were deeper hems--indicating that shorter hemlines that cannot be lengthened present a problem for many women.

(Question 2)

When asked directly, few respondents (18 percent) reported any difficulties in finding clothes made of all cotton. Among those who mentioned having problems, dresses and blouses were cited as being most difficult to find in cotton.

(Questions 109a and b)

Role of Fiber in Buying Clothes

When asked if they checked the fabric of a garment before they purchased it, 72 percent of the women interviewed said that they usually did; 28 percent said they usually did not. Fifty percent of the respondents checked all garments; 15 percent said that they never checked the fabric of a garment before purchasing it. The remainder checked some but not all garments for fiber content. Those who usually checked fiber were less concerned with the

fabric of lingerie than of other items they purchased. Those who ordinarily did not check the fiber of garments usually felt the need to check the fabric of blouses and dresses.

(Questions 3a, 3b, 3c, 3e, and 3f)

The women who usually checked fiber content before purchasing a garment used various methods of doing so, and generally mentioned more than one method. The large majority (86 percent) said they read the label on the garment, one third (32 percent) reported that they used their sense of touch for determining fiber content, and one third (30 percent) indicated that they asked the sales clerk.

(Question 3d)

Role of Labels or Tags

The labels or tags attached to clothing were considered a very important source of information about garment care by two out of three women. About four out of five reported no problems or dissatisfactions with these labels and tags. Among women who did encounter difficulties with labels, the majority of reported problems pertained to poor results, apparently associated by these women with inadequate or misleading information about laundering procedures.

(Questions 4a, 4b, and 4c)

METHODOLOGICAL FINDINGS

An experiment was incorporated into the study design, utilizing a technique not heretofore used in the series of consumer surveys conducted by the U.S. Department of Agriculture dealing with attitudes towards fibers. In brief, the technique involved the use of a structured means of eliciting attitudinal data rather than the use of more traditional open-end questions with probing. The methodological findings summarized here are designed to enhance understanding of these techniques in order to assist in the planning or interpretation of similar studies.

Both questioning techniques (structured and open-end) were used in the design for the current study, making it possible to compare the two methods. This was accomplished by dividing the sample population for this study into two parallel groups. 7/ One group was questioned using traditional open-ended questions with probing (as in previous studies). The second group was questioned using aids which listed response categories that had emerged through an initial qualitative study, pretesting of the questions, and previous studies. Both questioning methods resulted in interviews of about equal length.

7/ The two groups were about equal in size and were entirely comparable in terms of socioeconomic characteristics. See pages 29 and 30 in appendix.

Types of Questions Involved in the Experiment

Two types of questions were used in both interviews in comparing the structured with the open-end interview method: one type dealt with the purchase determinants for the garments under discussion; the second dealt with the reasons for fiber preference in these garments. In the "traditional" version, questions on purchase determinants and fiber preferences were framed as in previous U.S. Department of Agriculture studies, with interviewer instructions on followup nondirective probing. In the structured version, for the pertinent questions, each respondent was shown a card listing the stimulus attitudinal statements (as many as 21) which covered a range of possible responses for that question. The respondent was permitted to select as many statements as were germane to describe her attitudes. In all instances where the visual exhibits were used, respondents were asked to volunteer (in addition to the listed statements) any other comments that would express their attitudes.

Comparison of the Structured with the Open-End Responses

Analysis of the quality and character of the attitudinal data elicited by the open-end and the structured questions reveals a strong similarity as well as some differences. These are discussed below, with the data on summer dresses used to illustrate the comparison of questioning techniques. The analysis, however, tends to hold for nearly all the end uses studied.

The Similarity

For the most part, the data elicited are essentially the same, regardless of questionnaire technique. Specifically, the same major purchase determinants and the same major reasons for fiber preference were reported in each questionnaire version. For example, when the respondents were asked the most important things they looked for in purchasing summer dresses, "coolness," "good fit," "color and design," "washability," and "wrinkle resistance" were the major purchase determinants mentioned whether the structured or open-end questionnaire technique was used...and the main reasons reported for preferring cotton for summer dresses--regardless of questioning method--were coolness and lightweight, and launderability, including washability and easy ironing.

Some Differences

The frequency of mention of any individual response was generally greater for the structured questions than for similar open-end questions. For example, 62 percent of those answering the structured questions named "coolness" as an important attribute of summer dresses, while only 35 percent of those answering the open-end questions cited "coolness."

In both versions, coolness emerges as one of the key summer dress purchase criteria. Nonetheless, the structured version indicates that almost two out of three women considered coolness important in summer dresses while the open-end version suggests that about one out of three women was concerned with coolness. Thus, if the precise incidence of mentions of "coolness" were a major objective of the study, this difference would present a problem.

It should be noted that not all response categories varied substantially in frequency in interviews employing structured and open-end questions; in some instances, the response rate was very close. For example, in reasons for preferring rayon summer dresses, equal proportions of respondents felt that rayon was weather resistant (39-41 percent) while widely disproportionate percentages (4-32) said they preferred rayon because it could be machine washed.

There is evidence that the structured questions generally elicited more specific, detailed responses than did the open-end questions. For example, in discussing characteristics considered desirable in summer dresses, any respondents who were asked the open-end questions responded in terms of "washability" in general. Those who were questioned using the structured technique answered in more specific terms such as: "can be machine washed" or "can be hand washed" (aspects of general washability) and also selected other laundering properties such as "little or no ironing" and "can be ironed easily."

Furthermore, the structured questions, more frequently than the open-end questions, drew from the respondents reports of those impressions and attitudes that probably are not "top-of-the-mind." These responses may have genuine importance but apparently are not as readily verbalized by consumers responding to open-end questions, even with probing. For example, in the case of purchase criteria for summer dresses, factors such as wrinkle resistance, shape retention, and durability were cited by substantial proportions (between 35 percent and 45 percent) of the women answering the structured questions, but by relatively few of those answering the open-end questions (5-12 percent).

Further, when respondents were asked why they preferred cotton for summer dresses, "machine washable," "comes in pretty colors and designs," and "holds its shape" were mentioned by between 43 to 62 percent of those answering the structured question and by only 9 to 14 percent of those answering the open-end question.

The open-end questions apparently elicited more personal expressions than the structured questions. For example, two "style" statements were included in the aid for the structured question dealing with summer dress purchase criteria: "pretty colors, patterns, designs" and "good styling." These were intended to encompass individual, personal style preferences. In responding to the open-end question on purchase criteria for summer dresses, however, a substantial proportion of respondents (31 percent) described a specific style they wanted, for example, "simple, tailored style."

The overall rate of response was far greater for the structured question than for the open-end question. For example, about nine purchase factors, on the average, were reported for summer dresses in response to the structured question as compared with an average of three factors in response to the open-end question.

The greater rate of response elicited by the structured version is a function, in part, of the differences noted earlier.

Specific, detailed answers tend to be more numerous than general statements, and the addition of factors which are usually not readily recalled also leads to a greater response rate.

To sum up, the essence of the data is the same regardless of the questioning method. Nonetheless, the structured items appear to draw more responses, including more specific responses and responses that are not readily recalled.

Mechanical Differences Between the Structured and Open-End Techniques

Over and above the quality and character of the responses elicited by each technique, there are other operational or mechanical differences which are noteworthy.

In the Actual Interview Situation

The structured question is generally believed to be easier for the respondent to answer since relatively less conceptual or verbal effort on her part is required. This does not mean that the structured items eliminate thought, but rather that they present a framework from which the respondent may choose.

The structured question serves as a reminder. The respondent is less likely to omit an obvious response. Also, the structured questions tend to insure greater uniformity in the interview situation. Both open-end and structured questions are read by interviewers as worded. However, follow-up nondirective probes, appropriate to the respondent's particular answer, constitute an integral part of the open-end questioning technique. These, by their very nature, cannot be uniform throughout the entire interviewing staff; nor even within each individual interviewer's assignment.

Interviewing skill is necessary whether structured or open-end questions are used to get the information required. However, structured questions generally require less interviewing skill because probing is not a vital part of this technique.

In the Coding Process

The structured question technique significantly reduces the code development operation; only those responses volunteered over and above the list of stimulus categories need to be grouped into code categories. This implies a potential reduction in the lapse time between the data collection and report publication.

The structured question technique also significantly reduces the opportunity for possible differences in interpretation of a given voluntary response.

In Questionnaire Design

The structured question technique requires far greater preparatory effort than does the open-end technique. For example, the structured questions for this study were designed on the basis of initial qualitative research plus analysis of earlier reports and extensive pretesting. Unless this initial work is carried out with great care, the structured item will not provide full and reliable survey information.

In conclusion, it would appear that each questioning technique has both advantages and disadvantages. Of paramount importance is the finding that the basic nature of the information gathered seems to be the same, regardless of technique. An analogue that may be useful is the case of essay questions and multiple-choice questions in academic tests. The performance of a given student is apparently relatively constant, regardless of test technique. And, both essay and multiple-choice questions continue to be used in tests, each seen by educators as serving a unique purpose.

APPENDIX

Sample Design of the Survey

The sampling method used in the survey was the area probability method. The basic sample frame was designed in 1961 (based on 1960 Census data) and updated in 1965, to account for changes and shifts in population. The sample was replicated to provide a simple basis for estimating sampling error. It was comprised of three stratified, interpenetrating, matched samples randomly selected from all U.S. households. The probability method was used in all phases of the selection process, from the selection of the original cluster to selection of the particular sample respondent.

From an array of equal population cells arranged according to geographic regions, metropolitan/nonmetropolitan areas, and size, three matched sets of 257 clusters each were randomly selected. Each of the three samples was representative of private households in the United States, with each household having a known chance of being selected. The three matched sets of clusters were distributed among 217 communities in the United States.

No more than six households within each cluster were designated for interviews. The particular respondent to be sampled was selected in the following way: the female household members, age 18 to 65, were listed in descending order of age, and the selection of the sample respondent was made by means of a predesignated random device. No more than two eligible respondents within a household were interviewed.

The Survey Questionnaire

Two versions of the questionnaire were used, a traditional open-ended version and a more structured version which listed the response categories. A pretest of the two versions of the questionnaire was conducted in four communities in the United States before the final questionnaire was set. These four communities were: New York City, Cincinnati, Tampa, and San Francisco. Each version was distributed among the four pretest communities, and each participating interviewer administered each version.

Each version of the questionnaire was administered to half of the survey sample, through systematic rotation. The samples responding to each questionnaire version were entirely parallel in all socioeconomic characteristics as indicated below:

	U.S. total	Free responses	Aided responses
		Percent	
Age			
18 - 29 years	26	26	26
30 - 39 years	23	24	23
40 - 49 years	23	22	24
50 - 65 years	28	28	27
Income group			
Lower	28	28	28
Middle	33	34	34
Upper	33	32	32
Not reported	6	6	6
Education			
Grade school or less	18	18	19
Some high school	22	21	23
Completed high school	38	38	37
College, some or completed	21	22	20
Not reported	1	1	1

--Continued

	U.S. total	Free responses	Aided responses
		Percent	
Employment status			
Not employed	65	66	65
Employed full time	24	26	23
Employed part time	10	8	11
Not reported	1	*	1
Community size			
Large cities	37	37	36
Small cities	41	41	42
Rural areas	22	22	22
Number of cases	2,909	1,402	1,507

* Less than 1 percent.

Field Control

Before full-scale interviewing began, each interviewer conducted two practice interviews with nonsample respondents. These interviews were carefully appraised by members of the contractor's staff and by the U.S. Department of Agriculture. They were returned to interviewers with a critical evaluation of their performance and instructions for further study before the actual interviewing began. In addition, a detailed written set of instructions on both sampling and interviewing procedures was sent to all interviewers. A 100-percent validation was instituted for all sample respondents.

Field Procedures

A minimum of three callbacks were made in Standard Metropolitan Statistical Areas plus all urban territory as defined by the Bureau of Census. A minimum of two callbacks were made in all rural territory as defined by the Census Bureau, other than any rural territory included in SMSA's.

Successive callbacks were made on different days of the week and during different hours of the day in order to maximize the opportunity for reaching the sample respondents. Information on completion of assigned interviews is as follows:

	Number
Total households where interview attempted	3258
Second eligible respondent in household	206
Total respondent attempts	3464
Interview not completed because of:	
Language barrier	34
Illness	47
Respondent not at home	82
Refusal	392
Total respondents interviewed	2909
	Percent
Completion rate	84.0

Sampling Error

To provide estimates of the sampling error, three replicates of the sample were used, each one representing the U.S. population of women 18-65 years of age, as though three independent surveys had been made. Tabulations of the answers to 25 selected questions were then made and compared for the three replicates. Variances of these replicates were computed for each of the 25 questions, and efficiency ratios were developed relative to the sampling errors associated with theoretical, random, unclustered samples of the same size. The median of these 25 efficiency ratios was 1.53, indicating that the sample of 2,909 women was equivalent to a sample of 1,900 women which might have been obtained through random, unclustered sampling.

The formula used for estimating the sampling error in this survey was

$$\sqrt{\frac{1.53\ pq}{n}}$$

where p represents the population reporting a characteristic, q the complement, or those not having the characteristic (q = 1-p), and n, the number of interviews on which these proportions are based.

Following are the tolerances at the probability levels when the full sample of 2,909 cases is considered:

True proportion	Probability level: 2 in 3	Probability level: 19 in 20
	Tolerance	Tolerance
Percent	Percent	Percent
10	± 0.7	± 1.4
20	± 0.9	± 1.8
30	± 1.0	± 2.1
40	± 1.1	± 2.2
50	± 1.1	± 2.3
60	± 1.1	± 2.2
70	± 1.0	± 2.1
80	± 0.9	± 1.8
90	± 0.7	± 1.4

The following tabulation gives the tolerances at the probability levels when subsamples of 2,000 and 1,000 cases are considered:

True proportion	Probability level for samples of 2,000		Probability level for samples of 1,000	
	2 in 3	19 in 20	2 in 3	19 in 20
	Tolerance	Tolerance	Tolerance	Tolerance
Percent	Percent	Percent	Percent	Percent
10	± 0.8	± 1.6	± 1.2	± 2.3
20	± 1.1	± 2.2	± 1.5	± 3.1
30	± 1.2	± 2.5	± 1.8	± 3.6
40	± 1.4	± 2.7	± 1.9	± 3.8
50	± 1.4	± 2.8	± 1.9	± 3.9
60	± 1.4	± 2.7	± 1.9	± 3.8
70	± 1.2	± 2.5	± 1.8	± 3.6
80	± 1.1	± 2.2	± 1.5	± 3.1
90	± 0.8	± 1.6	± 1.2	± 2.3

Editing and Coding

All questionnaires were reviewed for completeness and internal consistency. The code design for open-end questions was based on a hand tabulation of a randomly selected subsample of the questionnaire. All coders were checked initially on a 100-percent basis, until the consistency and accuracy level of a given coder was such that the vigor of review could be modified.

Definitions of Garments Studied

Warm-weather knit dress can be a one-, two-, or three-piece costume as long as it is made of a knit material. Summer dress or between-seasons dress can be either a one- or two-piece outfit. Suit is a matching jacket and skirt that can be worn with a blouse if desired.

Explanation of Tables

Tables are presented in the order of questioning. Generally, the wording used in the actual question, probes excluded, is given as the table heading. The numbers of the questions on which the tables are based are given as table number identification.

In the tables presenting the data on purchase criteria and fiber preferences for each of the end uses studied, separate distributions are shown for the responses elicited by the structured question and the open-end question respectively. In addition, although rayon and acetate were listed separately on the cards used for the structured questions, they were later combined in the tables. Wherever rayon is mentioned it is still considered as rayon/acetate.

The background characteristics for which separate percentages are shown are defined in the following paragraphs.

Age

The respondents were asked in which age group they belonged. The interviewer made an estimate for respondents who failed to reply. Only those women known or estimated to be between 18 and 65 were interviewed.

Family Income Group

Income group was based on the respondent's indication of the code letter on a card which corresponded with the total family income before taxes. No information on family income was obtained from 178 respondents. Data for the remainder were grouped as follows:

Lower - $3,999 and under
Middle - $4,000 to $6,999
Upper - $7,000 or more

Education

The four educational levels were based on the respondent's education as she reported it. Education was not ascertained for 19 respondents.

Employment Status

Employment status was given in terms of whether the respondent was employed full or part time. Employment status was not obtained for 17 respondents.

Size of Place

Large cities are defined as SMSA's of more than 1 million population. Small cities are SMSA's of less than 1 million population plus all other urban territory as defined for Census purposes (1960). The rural classification represents rural territory as defined for Census purposes other than any rural territory that might be included in the SMSA's.

Question 1: What difficulties and problems do you run into most often when buying clothes, any kind of clothes for yourself?

	Aided responses	Free responses
	-------Percent-------	
Fit problems		
Waist		
Woman is: Short waisted	25	9
Long waisted	14	6
Small waisted	9	2
Large waisted	14	2
Length		
Need short length	21	10
Need long length	15	14
Shoulders: Doesn't fit shoulders	14	4
Hips: Have wide hips	25	8
Bust: Doesn't fit right[1]	1	3
Problem with sleeves[1]	1	3
Problem with necklines	9	2
Poor fit (unspecified)[1]	1	8
Size problems		
Size doesn't run true	25	7
Can't find correct size	17	7
Style problems		
Limited style, selection	21	19
Dislike straight, narrow cut[1]	-	2
Other		
Poor workmanship	15	7
Price too high[1]	1	10
Poor quality fabrics[1]	*	6
Other problems[1]	1	2
No difficulties[1]	16	20
Total	245	151
Number of cases	1,507	1,402

* Less than 1 percent.

[1] Not included on the card used for the aided-response interview.

Question 2: If you were the head of a women's clothing company, what would you want to change or improve about women's clothes?

	Total
	Percent
Fit/size improvements	
Increase length, deepen hems	30
Larger selection of sizes	7
Truer standardized sizes	5
Other fit improvements	5
Style improvements	
More conservative, basic styles	16
More styles for the average figure	13
More variety in styles	8
More styles for the mature	8
Fewer straight, narrow cuts	6
More choice in colors	5
Wider choice in sleeves	3
Other	
Better workmanship	12
More medium priced clothes	8
Larger fabric selection	5
Better trimmings	3
More easy care clothes	3
Miscellaneous	3
No changes/improvements	12
Not specified	5
Total	157
Number of cases	2,909

Summary of questions 3a, 3b, and 3e: Checking of fabric before purchase of garment is made

	Total
	Percent
Usually check fabric before purchasing	72
Check all garments	50
Do not check all garments	20
No answer	2
Does not usually check fabric before purchasing	28
Check some garments	13
Do not check any garments	15
Number of cases	2,909

Summary of question 3c: Garments checked for fiber content (Asked only of those who usually do not check garments for fiber content but check some garments.)

	Total Percent
Specific items	
Dresses	26
Blouses	17
Suits	14
Coats	14
Lingerie (other than slips)	14
Sweaters	11
Slips	9
Slacks	6
Skirts	3
Nonspecific items	
Woolens	7
Dressy clothes	7
Cottons	4
Washable clothes	4
Winter clothes	3
Items that might cause allergies	2
Others	9
Don't know	3
Total	153
Number of cases	367

Question 3d: How do you go about finding out about the fiber or fabric? (Asked only of those who usually determine fiber content before purchase.)

	Total Percent
Source of information	
Read label, tag	86
Feel material; can tell by touch	32
Ask the salesclerk	30
Look at it; can tell by weave	14
Own knowledge, experience	6
Other sources	2
No answer	2
Other types of specific information looked for[1]	
Washability	6
How to care for it	6
Washing instructions	3
Wash and wear	2
Whether preshrunk	2
Others	3
Total	194
Number of cases	2,082

[1] Volunteered by the respondent.

Summary of question 3f: Garments not checked for fiber content (Asked only of those who usually check the fiber content of garments but do not check some garments for fiber content.)

	Total Percent
Specific items	
Lingerie (other than slips)	24
Blouses	15
Dresses	14
Slips	9
Slacks	8
Housedresses	7
Coats	4
Skirts	3
Sweaters	3
Stockings	2
Nonspecific items	
Good-looking clothes	9
Inexpensive clothes	9
Casual sport clothes	6
Dressy clothes	5
Cottons	5
Well-known brands	3
Everyday wear	2
Others	5
No answer	4
Total	137
Number of cases	560

Question 4a: Have you had any problems or dissatisfactions in connection with tags or labels put on clothes that describe how to care for them? Question 4b: What kinds of problems or dissatisfactions have you had? Question 4c: How important to you is this label or tag?

	Total Percent
No problems	79
Problems	21
Washability	12
Wash and wear is not true--needs ironing	6
Loses its shape from washing	7
Not colorfast, fades	4
Tags missing, should be permanent	3
Misleading claims	2
Other	5
Label is:	
Very important	67
Fairly important	21
Not very important	12
Number of cases	2,909

Summary of Questions 5a-9a: Please tell me everything you like about rayon, cotton, cotton and Dacron mixtures, all-Dacron, nylon

	Rayon		Cotton		Cotton and Dacron		Dacron		Nylon	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent									
Fit, comfort, weight										
Lightweight	29	2	48	1	49	3	35	3	51	5
Cool	20	6	55	23	34	6	19	4	17	2
Good fit	12	1	40	1	30	1	17	*	22	3
Doesn't cling	11	1	46	2	23	1	11	*	8	1
Comfortable (unspecified)[1]	*	2	*	4	*	1	*	1	*	2
Warm, wind resistant[1]	-	-	-	-	-	-	-	-	*	2
Care and laundering										
Can be machine washed	22	2	84	17	52	8	29	3	41	8
Can be hand washed	20	2	40	2	34	2	26	2	41	4
Quick drying	32	3	39	1	60	10	44	8	72	25
Can be machine dried	8	*	59	2	32	1	18	*	21	1
Little or no ironing	22	5	23	4	54	32	40	20	57	34
Can be ironed easily	19	8	58	40	46	21	23	5	20	4
Launders well[1]	*	11	*	56	*	28	*	14	*	30
Know how to care for it	12	-	50	1	26	-	15	-	21	*
Easy to care for[1]	-	2	*	4	*	3	-	2	-	3
Can be bleached[1]	-	-	*	10	-	-	-	-	-	-
Can be starched[1]	-	-	*	8	-	-	-	-	-	-
Stain resistant	4	1	13	4	11	2	8	1	10	2
Appearance and style										
Pretty colors, patterns, designs	26	6	71	10	40	3	23	2	26	3
Good styling	11	*	38	1	29	1	18	*	19	1
Looks dressy[1]	*	5	-	-	*	6	*	2	-	-
Wrinkle resistant	14	4	14	7	38	19	26	10	36	8
Durability										
Will last several years	16	9	57	40	34	16	22	10	39	30
Holds its shape	15	2	51	13	37	9	24	4	30	6
Colorfast[1]	-	2	*	18	*	4	-	3	*	2
Material										
Fabric content[2]	6	-	31	*	27	*	14	*	15	*
Soft, smooth texture[1]	*	5	*	3	*	5	*	3	*	4
Other[1]										
Worn during several seasons	27	*	62	4	37	1	21	*	31	1
Right price	16	3	49	7	28	1	16	1	21	1
Like it for undergarments	*	3	-	-	-	-	-	-	1	16
Versatile; can be worn for different occasions	18	1	46	6	33	1	19	1	24	*
Like it for hose only	-	-	-	-	-	-	-	-	*	6
Miscellaneous	*	2	*	10	*	5	*	4	*	4
No experience with fiber, don't know or no answer	11	18	*	1	16	19	37	48	4	5
Nothing liked	25	39	1	1	2	3	4	7	10	11
Total	396	145	975	301	772	212	509	158	637	225
Number of cases	1,507	1,402	1,507	1,402	1,507	1,402	1,507	1,402	1,507	1,402

* Less than 1 percent.

[1] Not included on the card used for the aided-response interview.

[2] This category includes responses such as "Just like cotton," "I prefer cotton and Dacron," etc.

Summary of Questions 5b-9b: Please tell me everything you don't like so well about rayon, cotton, cotton and Dacron mixtures, all-Dacron, nylon

	Rayon		Cotton		Cotton and Dacron		Dacron		Nylon	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent									
Care and laundering										
Difficult to iron	30	21	10	8	9	8	9	6	20	7
Requires too much ironing	19	3	22	8	4	3	2	1	2	1
Difficult to machine launder	27	2	1	*	6	1	7	1	14	1
Stains hard to remove	13	2	10	2	16	5	11	2	14	1
Retains odor	16	1	6	*	7	1	6	1	11	1
Not sure of how to care for it	11	-	1	-	5	*	5	*	5	*
Attracts dust, lint	6	1	7	1	6	1	4	1	5	*
Not washable, must be drycleaned[1]	*	5	-	-	-	-	-	-	-	-
Lack of durability										
Frays, snags, pulls at seams	50	26	2	1	8	2	13	3	31	12
Loses its shape	23	15	5	4	2	*	3	1	7	3
Doesn't wear well	17	10	2	1	3	1	4	2	8	3
Not colorfast	9	4	10	5	6	9	3	4	7	19
Gets yellow, dingy[1]	*	*	*	1	1	3	*	2	*	3
Pills, gets fuzzy[1]	-	-	-	-	1	2	1	2	*	1
Weight and discomfort										
Warm	8	3	2	1	6	4	9	8	37	37
Clings to the body	23	7	1	*	7	1	12	4	47	25
Too heavy	6	1	3	*	1	*	1	*	3	*
Too lightweight	4	1	3	1	3	*	4	1	7	4
Flimsy, limp, no body[1]	*	7	-	-	*	2	1	3	*	2
Appearance										
Wrinkles easily	21	13	28	13	4	2	3	1	5	2
Cheap looking	26	10	6	*	2	*	2	1	8	1
Transparent[1]	-	-	-	-	-	-	*	2	1	5
Other[1]										
Miscellaneous	1	15	1	6	2	5	*	5	3	10
No experience with fiber, don't know or no answer	10	15	2	3	17	22	39	50	6	6
Nothing disliked	9	11	45	59	40	41	21	19	15	16
Total	329	173	167	114	156	113	160	120	256	160
Number of cases	1,507	1,402	1,507	1,402	1,507	1,402	1,507	1,402	1,507	1,402

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 10: Do you have any readymade knit dresses for use in warm weather that you have worn in the last year or so?

	Own	Do not own	Cases
	-- Percent --		Number
United States total	27	73	2,909
Age			
18-29 years	31	69	743
30-39 years	29	71	679
40-49 years	26	74	665
50-65 years	22	78	822
Income group			
Lower	17	83	795
Middle	25	75	979
Upper	38	62	957
Education			
Grade school or less	12	88	534
Some high school	22	78	648
Completed high school	32	68	1,096
College, some or completed	36	64	612
Employment status			
Not employed	25	75	1,906
Employed full time	32	68	701
Employed part time	30	70	285
Community size			
Large cities	31	69	1,050
Small cities	27	73	1,199
Rural areas	20	80	660

Question 11: What are the most important things you look for when buying a warm-weather knit dress? (Asked only of those having warm-weather knit dresses.)

	Aided responses	Free responses
	------ Percent --------	
Fit, comfort, weight		
Good fit	71	23
Lightweight	43	11
Cool	25	16
Doesn't cling	28	3
Appearance and style		
Good styling	68	22
Pretty colors, patterns, designs	51	22
A specific style, e.g., simple, tailored[1]	*	24
Wrinkle resistant	44	9
Care and laundering		
Little or no ironing	25	4
Can be ironed easily	13	*
Can be hand washed	25	2
Can be machine washed	16	1
Washable[1]	-	15
Quick drying	12	-
Can be machine dried	6	1
Wash and wear, drip dry[1]	*	3
Know how to care for it	22	*
Easy to care for[1]	-	4
Stain resistant	10	2
Durability		
Holds its shape	60	38
Will last several years	39	6
Material		
Fabric content	36	19
Good workmanship	1	13
Type of knit or weave[1]	*	13
Other		
Versatility	42	5
Right price	39	7
Worn during several seasons	39	4
Lined skirt[1]	2	15
Brand name[1]	1	8
Miscellaneous[1]	1	12
Don't know[1]	1	2
Total	720	304
Number of cases	403	383

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 12: Which of these materials are your warm-weather knit dresses made of? (Asked only of those having warm-weather knit dresses.)

	Cotton	Cotton and synthetics	Rayon/ acetate	Wool	Acrylic	Cotton and rayon	Polyester	Nylon	Wool and rayon	Cotton and wool	Linen	Cotton and silk	Silk	Other fibers/ mixtures	Fiber not known	Total	Cases
	Percent																Number
United States total	48	21	17	16	13	9	9	9	9	7	7	4	4	2	8	183	786
Age																	
18-29 years	50	21	11	19	12	13	9	2	10	12	5	5	3	*	10	182	230
30-39 years	44	22	16	14	11	6	8	10	9	8	6	5	2	2	9	172	197
40-49 years	47	22	21	14	20	9	7	11	5	3	7	6	7	1	6	186	175
50-65 years	48	17	19	17	11	7	11	12	9	6	10	2	4	4	8	185	184
Income group																	
Lower	46	21	13	13	13	19	8	5	10	7	6	3	3	1	8	176	135
Middle	51	19	21	14	11	8	7	13	11	10	6	5	3	1	10	190	249
Upper	45	23	14	19	16	6	11	7	7	6	7	5	5	3	6	180	360
Education																	
Grade school or less	43	11	13	16	6	16	5	17	10	3	6	2	8	2	16	174	63
Some high school	51	18	21	16	17	9	10	9	6	11	7	6	3	1	9	194	141
Completed high school	48	22	14	15	13	8	9	8	10	8	5	5	3	2	7	177	355
College, some or completed	48	24	18	18	14	7	9	7	7	6	9	5	6	2	7	187	221
Employment status																	
Not employed	46	21	14	16	13	9	10	7	8	7	5	3	3	2	8	172	468
Employed full time	51	20	18	16	14	8	6	10	9	9	10	8	6	2	7	194	225
Employed part time	48	22	26	16	14	9	8	12	13	4	6	2	2	1	11	194	85
Community size																	
Large cities	49	21	18	21	16	8	11	12	9	9	9	5	6	2	8	204	326
Small cities	46	22	16	12	11	11	7	7	9	7	6	5	3	2	8	172	328
Rural areas	48	20	14	14	14	5	7	5	8	6	2	3	3	2	9	160	132

*Less than 1 percent.

Question 13: Which one of these materials do you like best for your warm-weather knit dresses? (Asked only of those having warm-weather knit dresses.)

	Cotton	Cotton and synthetics	Wool	Acrylic	Rayon/ acetate	Cotton and rayon	Polyester	Nylon	Wool and rayon	Cotton and wool	Linen	Other fibers/ mixtures	No preference	Cases
	Percent													Number
United States total	28	12	9	7	7	4	4	3	3	3	2	3	15	786
Age														
18-29 years	33	11	9	6	5	5	3	1	5	5	1	1	15	230
30-39 years	26	15	10	9	6	3	3	3	2	2	2	4	15	197
40-49 years	26	11	8	8	6	4	3	4	1	2	5	6	16	175
50-65 years	24	9	7	5	9	3	7	6	4	3	2	5	16	184
Income group														
Lower	28	14	7	7	7	10	3	3	3	4	1	3	10	135
Middle	29	10	9	6	7	2	3	6	4	4	1	3	16	249
Upper	27	13	9	8	7	2	4	1	3	2	4	4	16	360
Education														
Grade school or less	26	9	6	3	5	6	5	8	8	-	2	5	17	63
Some high school	29	9	8	8	7	5	3	5	1	6	1	4	14	141
Completed high school	30	12	8	7	7	4	3	3	3	3	2	3	15	355
College, some or completed	27	16	10	8	6	2	4	2	3	1	4	1	16	221
Employment status														
Not employed	26	15	9	8	6	4	4	3	3	3	1	3	15	468
Employed full time	31	8	8	6	6	5	2	4	2	4	4	3	17	225
Employed part time	34	14	8	2	8	1	5	2	8	-	2	4	12	85
Community size														
Large cities	27	10	11	7	7	2	4	5	1	3	4	4	15	326
Small cities	28	14	5	6	5	7	4	2	4	4	1	3	17	328
Rural areas	31	12	10	8	8	2	2	2	5	2	1	4	13	132

Question 14: Why do you prefer this material for warm-weather knit dresses?

	Fiber preferred			
	Cotton		Cotton and synthetics	
	Aided responses	Free responses	Aided responses	Free responses
	Percent			
Fit, comfort, weight				
Cool	42	55	28	22
Lightweight	36	5	45	8
Good fit	40	14	47	8
Doesn't cling	26	5	17	4
Care and laundering				
Little or no ironing	27	6	21	12
Can be ironed easily	19	3	11	-
Can be hand washed	25	10	21	-
Can be machine washed	31	5	23	6
Washable[1]	-	22	-	14
Quick drying	14	-	17	-
Can be machine dried	10	1	11	2
Wash and wear, drip dry[1]	-	1	-	4
Know how to care for it	19	1	21	-
Easy to care for[1]	-	8	-	4
Stain resistant	4	2	4	4
Appearance and style				
Good styling	39	3	36	2
Pretty colors, patterns, designs	30	4	23	4
Looks dressy[1]	-	4	-	8
Wrinkle resistant	26	14	45	28
Durability				
Holds its shape	43	22	55	50
Will last several years	32	11	32	18
Material				
Fabric content[2]	19	1	28	4
Like the weave, knit[1]	-	2	-	6
Other				
Worn during several seasons	36	3	34	2
Versatile	31	2	43	2
Right price	29	6	23	4
Miscellaneous[1]	1	13	-	10
Don't know[1]	1	1	-	-
Total	580	224	585	226
Number of cases	118	110	47	50

[1] Not included on the card used for the aided-response interview.

[2] This category includes responses such as "Just like cotton," "I prefer cotton and synthetics," etc.

Question 15a: How many warm-weather knit dresses have you purchased in the past 12 months? (Asked only of those having warm-weather knit dresses.)

	None	One	Two	Three	Four or more	Cases
	Percent					Number
United States total	24	34	20	11	11	786
Age						
18-29 years	29	32	19	8	12	230
30-39 years	21	37	19	15	8	197
40-49 years	21	35	17	13	14	175
50-65 years	26	30	27	10	7	184
Income group						
Lower	28	28	22	12	10	135
Middle	26	31	23	11	9	249
Upper	22	39	18	12	9	360
Education						
Grade school or less	25	39	19	6	11	63
Some high school	19	30	23	15	13	141
Completed high school	26	34	19	11	10	355
College, some or completed	24	34	21	10	11	221
Employment status						
Not employed	26	37	20	11	6	468
Employed full time	21	33	21	9	16	225
Employed part time	25	25	21	16	13	85
Community size						
Large cities	23	24	18	17	18	326
Small cities	27	38	23	7	5	328
Rural areas	22	42	20	7	9	132

Question 15b: Which of these materials are your warm-weather knit dresses purchased in the past 12 months made of? (Asked only of those having purchased warm-weather knit dresses in the 12 months.)

	Cotton	Cotton and synthetics	Rayon/ acetate	Wool	Acrylic	Nylon	Polyester	Cotton and rayon	Cotton and wool	Wool and rayon	Linen	Silk	Cotton and silk	Other fibers/ mixtures	Fiber not specified	Total	Cases
	Percent																Number
United States total	41	17	12	11	10	7	6	6	6	6	5	2	2	1	9	141	594
Age																	
18-29 years	44	17	9	13	9	2	7	6	10	7	2	2	1	-	10	139	163
30-39 years	37	20	8	9	11	9	6	6	7	5	5	-	3	1	12	139	155
40-49 years	40	17	14	12	14	6	4	6	2	3	6	5	3	1	8	141	139
50-65 years	45	12	15	9	7	10	9	4	4	8	6	3	2	3	7	144	137
Income group																	
Lower	41	20	12	8	9	4	6	11	7	7	3	-	1	-	9	138	98
Middle	43	14	15	9	8	14	5	3	6	5	5	2	2	1	14	146	185
Upper	39	17	9	13	13	3	8	5	5	5	4	4	4	2	7	138	280
Education																	
Grade school or less	34	11	11	4	4	17	4	4	-	11	6	4	2	2	19	133	47
Some high school	41	15	14	11	13	7	6	7	10	3	4	2	3	1	11	148	114
Completed high school	44	17	10	10	9	6	6	5	5	5	3	2	3	*	9	134	262
College, some or completed	39	20	12	14	13	5	8	6	7	7	7	4	2	2	7	153	168
Employment status																	
Not employed	39	17	11	11	10	6	8	7	7	6	4	2	2	1	8	139	344
Employed full time	46	17	10	9	12	7	3	4	7	4	5	3	3	1	10	141	179
Employed part time	38	17	19	13	13	9	9	3	2	9	5	3	2	2	13	157	64
Community size																	
Large cities	44	16	14	13	13	10	6	5	8	5	8	4	2	1	9	158	252
Small cities	38	18	10	8	8	5	6	8	5	7	3	1	3	2	10	132	239
Rural areas	40	15	11	11	9	4	7	3	5	5	1	2	2	-	9	124	103

*Less than 1 percent.

Question 16: Which of these materials for warm-weather knit dresses don't you particularly like?
(Asked only of those having warm-weather knit dresses.)

	Wool	Nylon	Rayon/ acetate	Wool and rayon	Cotton and wool	Silk	Linen	Cotton	Cotton and rayon	Acrylic	Cotton and silk	Poly-ester	Cotton and syn-thet-ics	Don't know	Total	Cases
	Percent															Number
United States total	37	33	32	22	20	16	13	12	8	7	6	5	5	24	240	786
Age																
18-29 years	33	33	35	22	16	23	16	10	9	7	9	6	6	21	246	230
30-39 years	40	34	34	22	18	17	11	13	6	8	5	6	4	24	242	197
40-49 years	36	33	28	19	22	10	13	16	11	7	6	6	7	25	239	175
50-65 years	42	30	30	26	23	13	13	11	5	5	7	4	3	28	240	184
Income group																
Lower	36	31	26	27	24	18	14	8	8	4	7	6	5	27	241	135
Middle	40	33	35	22	20	18	17	14	8	7	8	6	5	20	253	249
Upper	36	33	34	21	17	15	12	12	7	8	5	4	5	26	235	360
Education																
Grade school or less	38	16	22	22	25	11	11	6	8	6	6	3	3	37	214	63
Some high school	35	33	26	26	21	16	13	11	4	5	6	5	5	25	231	141
Completed high school	36	33	33	19	17	16	13	13	7	6	5	6	4	26	234	355
College, some or completed	41	38	38	25	22	18	14	14	10	9	9	5	7	18	268	221
Employment status																
Not employed	39	34	31	23	17	14	13	10	6	6	6	5	3	24	231	468
Employed full time	37	32	34	25	26	19	14	16	12	10	9	8	9	24	275	225
Employed part time	28	31	32	14	16	19	15	12	7	4	5	1	6	27	217	85
Community size																
Large cities	38	33	35	18	16	17	11	16	7	5	6	6	6	23	237	326
Small cities	37	32	30	27	23	14	15	9	9	8	8	5	3	25	245	328
Rural areas	36	34	32	20	20	19	14	11	5	8	6	5	6	26	242	132

Question 17: Generally, how are your warm-weather knit dresses taken care of?
(Asked only of those having warm-weather knit dresses.)

	Hand washed	Machine washed	Drycleaned		Total	Cases
			Profes-sionally	Coin-operated machine		
	Percent					Number
United States total	32	10	63	5	110	786
Age						
18-29 years	33	9	63	3	108	230
30-39 years	30	18	63	5	116	197
40-49 years	34	8	63	6	111	175
50-65 years	30	5	64	8	107	184
Income group						
Lower	39	8	53	7	107	135
Middle	32	14	63	6	115	249
Upper	28	8	68	5	109	360
Education						
Grade school or less	40	5	60	6	111	63
Some high school	31	17	57	6	111	141
Completed high school	35	10	59	6	110	355
College, some or completed	25	9	75	4	113	221
Employment status						
Not employed	32	10	62	5	109	468
Employed full time	32	8	65	4	109	225
Employed part time	31	15	64	12	122	85
Community size						
Large cities	33	11	67	7	118	326
Small cities	29	9	62	5	105	328
Rural areas	34	11	58	4	107	132

Question 18: When you buy a warm-weather knit dress, how many years of use do you expect to get out of it? (Asked only of those having warm-weather knit dresses.)

	1 year	2 years	3 years	4 years	5 years	6 or more years	Not specified	Cases
	Percent							Number
United States total	1	19	36	15	19	8	2	786
Age								
18-29 years	1	21	31	17	20	8	2	230
30-39 years	2	17	35	14	19	11	2	197
40-49 years	1	22	38	18	14	5	2	175
50-65 years	-	16	39	13	20	8	4	184
Income group								
Lower	2	23	31	19	18	4	3	135
Middle	1	19	38	15	16	9	2	249
Upper	*	17	38	14	21	8	2	360
Education								
Grade school or less	5	17	32	16	14	13	3	63
Some high school	1	26	31	15	16	8	3	141
Completed high school	1	19	38	16	17	7	2	355
College, some or completed	-	16	35	14	24	8	3	221
Employment status								
Not employed	1	19	37	16	19	5	3	468
Employed full time	1	20	37	13	18	10	1	225
Employed part time	1	20	30	16	20	11	2	85
Community size								
Large cities	1	21	36	14	17	9	2	326
Small cities	1	17	35	17	21	7	2	328
Rural areas	1	19	35	15	17	8	5	132

*Less than 1 percent.

Question 19: During which particular seasons of the year do you want to wear a knit dress? (Asked only of those having warm-weather knit dresses.)

	Preferred seasonal use
	Percent
Spring, summer, fall	21
Spring, fall, winter	6
Spring and fall	19
Spring and summer	12
Fall and winter	6
Summer and fall	3
Summer only	6
Fall only	4
Spring only	3
Winter only	3
All year around	17
Total naming:	
Spring	78
Fall	76
Summer	59
Winter	32
Number of cases	786

Question 20: Do you have any readymade warm weather suits that you have worn in the last year or so?

	Own	Do not own	Cases
	-- Percent --		Number
United States total	43	57	2,909
Age			
18-29 years	51	49	743
30-39 years	43	57	679
40-49 years	41	59	665
50-65 years	36	64	822
Income group			
Lower	31	69	795
Middle	44	56	979
Upper	51	49	957
Education			
Grade school or less	23	77	534
Some high school	40	60	648
Completed high school	47	53	1,096
College, some or completed	54	46	612
Employment status			
Not employed	40	60	1,906
Employed full time	52	48	701
Employed part time	41	59	285
Community size			
Large cities	44	56	1,050
Small cities	44	56	1,199
Rural areas	38	62	660

Question 21: What are the most important things you look for when buying a warm-weather suit? (Asked only of those having warm-weather suits.)

	Aided responses	Free responses
	------ Percent -------	
Fit, comfort, weight		
Good fit	72	26
Lightweight	56	15
Cool	42	25
Doesn't cling	24	*
Appearance and style		
Good styling	72	24
Pretty colors, patterns, designs	50	25
A specific style, e.g., simple, tailored[1]	1	26
Wrinkle resistant	46	17
Durability		
Holds its shape	53	11
Will last several years	41	10
Care and laundering		
Little or no ironing	23	4
Can be ironed easily	22	3
Can be machine washed	22	4
Can be hand washed	18	3
Washable[1]	1	17
Quick drying	14	1
Can be machine dried	9	-
Wash and wear, drip dry[1]	-	2
Know how to care for it	21	1
Easy to care for[1]	-	6
Stain resistant	15	1
Material		
Fabric content	39	24
Good quality material[1]	*	5
Other		
Right price	43	8
Versatility	41	5
Worn during several seasons	37	3
Good workmanship[1]	*	8
Lining in skirt/jacket[1]	1	6
Miscellaneous[1]	*	9
Don't know[1]	1	2
Total	764	291
Number of cases	631	607

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 22: Which of these materials are your warm-weather suits made of? (Asked only of those having warm-weather suits.)

	Cotton	Cotton and synthetics	Linen	Rayon/ acetate	Cotton and rayon	Polyester	Silk	Cotton and wool	Cotton and silk	Wool and rayon	Acrylic	Nylon	Other fibers/ mixtures	Fiber not known	Total	Cases
	Percent															Number
United States total	51	30	22	13	13	10	9	8	7	7	5	3	4	5	187	1,238
Age																
18-29 years	56	26	22	12	11	10	6	10	7	8	5	2	4	5	184	378
30-39 years	46	31	22	11	12	7	7	8	5	7	5	3	5	6	175	292
40-49 years	48	35	22	14	14	11	12	8	8	6	4	3	4	4	193	271
50-65 years	51	28	21	14	14	11	12	4	9	7	5	4	4	7	191	297
Income group																
Lower	52	27	24	15	13	8	4	6	9	7	4	3	3	7	182	246
Middle	47	28	17	13	14	10	7	9	4	7	4	4	3	7	174	428
Upper	54	34	24	12	11	11	13	7	10	6	5	2	6	3	198	488
Education																
Grade school or less	48	25	16	16	9	6	7	3	8	6	7	6	2	6	165	122
Some high school	49	25	23	9	10	9	6	7	5	7	5	3	5	9	172	257
Completed high school	50	29	18	14	14	9	8	9	7	9	4	3	4	4	182	520
College, some or completed	54	37	28	11	15	13	15	8	9	5	5	2	4	5	211	331
Employment status																
Not employed	50	29	20	12	12	8	9	7	6	7	5	3	5	6	179	754
Employed full time	54	31	27	15	14	12	10	8	8	8	6	2	4	6	205	360
Employed part time	44	34	18	12	16	12	9	9	9	3	2	7	2	4	181	116
Community size																
Large cities	53	28	23	16	12	11	12	8	9	8	5	6	6	6	203	465
Small cities	47	33	21	11	14	9	8	8	7	7	4	1	3	5	178	523
Rural areas	54	27	20	9	12	11	6	6	6	6	6	*	4	6	173	250

*Less than 1 percent.

Question 23: Which one of these materials do you like best for warm-weather suits?
(Asked only of those having warm-weather suits.)

	Cotton	Cotton and synthetics	Linen	Rayon acetate	Polyester	Cotton and rayon	Cotton and wool	Wool and rayon	Cotton and silk	Other fibers/ mixtures	No preference	Cases
	Percent											Number
United States total	28	19	8	5	5	5	4	4	3	8	11	1,238
Age												
18-29 years	34	16	7	6	6	5	6	4	2	6	8	378
30-39 years	28	22	11	5	3	4	3	3	3	10	8	292
40-49 years	22	26	10	5	6	5	4	3	3	6	10	271
50-65 years	31	15	7	4	6	4	2	4	3	10	14	297
Income group												
Lower	31	15	12	5	5	7	4	4	2	7	8	246
Middle	29	17	5	6	6	4	5	4	4	9	11	428
Upper	29	23	10	4	4	4	3	3	2	8	10	488
Education												
Grade school or less	36	16	10	6	4	4	1	2	4	5	12	122
Some high school	30	15	10	4	5	4	5	4	2	10	11	257
Completed high school	29	19	7	5	5	6	5	5	3	8	8	520
College, some or completed	26	23	8	3	6	4	3	3	2	10	12	331
Employment status												
Not employed	30	18	8	4	5	5	4	3	2	10	11	754
Employed full time	27	19	9	6	4	4	4	6	3	8	10	360
Employed part time	23	22	9	3	8	7	3	2	7	5	11	116
Community size												
Large cities	27	16	10	6	6	3	4	3	2	12	11	465
Small cities	29	22	7	3	4	6	4	5	3	7	10	523
Rural areas	33	18	8	5	6	5	4	2	2	6	11	250

Question 24: Why do you prefer this material for warm-weather suits?

	Fiber preferred					
	Cotton		Cotton and synthetics		Linen	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent					
Fit, comfort, weight						
Cool	51	49	46	23	42	22
Lightweight	53	6	53	5	42	-
Good fit	40	6	37	2	38	6
Doesn't cling	27	1	21	4	29	2
Like the weight, has body[1]	-	2	-	2	-	8
Appearance and style						
Pretty colors, patterns, designs	42	6	19	4	29	6
Good styling	39	3	34	3	45	2
Looks dressy[1]	-	1	-	3	2	29
Wrinkle resistant	19	20	52	48	22	31
Durability						
Holds its shape	47	16	48	29	49	27
Will last several years	37	20	33	18	42	18
Colorfast[1]	-	7	-	3	-	2
Care and laundering						
Can be ironed easily	39	25	28	15	22	10
Little or no ironing	16	5	39	20	13	2
Can be machine washed	49	6	30	7	16	4
Can be hand washed	22	4	23	4	15	4
Washable[1]	-	40	-	30	-	10
Can be machine dried	21	1	14	1	4	-
Quick drying	19	-	32	3	11	-
Wash and wear, drip dry[1]	-	1	-	3	-	-
Know how to care for it	29	1	17	-	33	-
Easy to care for[1]	-	11	-	9	-	12
Stain resistant	5	2	10	3	7	4
Other						
Versatile	35	4	30	5	38	10
Worn during several seasons	34	1	31	3	33	8
Right price	28	7	30	3	22	-
Fabric content[2]	20	4	24	8	22	4
Miscellaneous[1]	*	8	-	9	-	10
Don't know[1]	*	2	1	2	-	4
Total	672	259	652	269	576	235
Number of cases	205	162	122	120	55	49

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.
[2] This category includes responses such as "Just like cotton," "I prefer cotton and synthetics," etc.

Question 25a: How many warm-weather suits have you purchased in the past 12 months? (Asked only of those having warm-weather suits.)

	None	One	Two	Three or more	Not specified	Cases
	Percent					Number
United States total	29	31	22	17	1	1,238
Age						
18-29 years	26	29	23	21	1	378
30-39 years	36	30	18	14	2	292
40-49 years	27	33	24	15	1	271
50-65 years	30	32	22	15	1	297
Income group						
Lower	30	28	22	18	2	246
Middle	34	27	24	14	1	428
Upper	27	33	20	19	1	488
Education						
Grade school or less	39	25	19	15	2	122
Some high school	27	29	25	18	1	257
Completed high school	31	31	20	17	1	520
College, some or completed	25	32	22	20	1	331
Employment status						
Not employed	31	34	19	15	1	754
Employed full time	26	24	27	22	1	360
Employed part time	28	32	22	15	3	116
Community size						
Large cities	24	25	23	27	1	465
Small cities	33	34	19	13	1	523
Rural areas	31	33	25	9	2	250

Question 25b: Which of these materials are your warm-weather suits purchased in the past 12 months made of? (Asked only of those having purchased warm-weather suits in the past 12 months.)

	Cotton	Cotton and synthetics	Linen	Cotton and rayon	Rayon/acetate	Polyester	Silk	Cotton and silk	Wool and rayon	Acrylic	Cotton and wool	Nylon	Other fibers/mixtures	Fiber not specified	Total	Cases
	Percent															Number
United States total	43	27	15	11	10	7	6	5	5	4	4	3	4	6	150	876
Age																
18-29-years	49	26	14	9	9	8	3	7	6	3	6	2	4	5	151	280
30-39 years	38	26	15	12	12	4	7	3	6	7	3	5	3	4	145	189
40-49 years	39	32	19	9	11	9	10	4	4	3	5	3	4	4	156	199
50-65 years	42	25	14	14	9	6	7	3	5	4	1	2	5	10	147	208
Income group																
Lower	45	23	21	13	11	6	2	6	6	4	5	3	3	6	154	175
Middle	45	27	10	11	11	8	5	4	6	2	4	5	2	7	147	284
Upper	41	30	16	9	10	6	9	4	4	4	4	1	6	4	148	358
Education																
Grade school or less	49	24	15	9	14	4	4	4	5	-	1	4	3	8	144	74
Some high school	47	22	21	10	7	7	5	6	7	5	5	3	5	5	155	187
Completed high school	41	26	11	11	11	6	4	4	5	4	5	4	4	6	142	360
College, some or completed	40	34	16	11	10	8	11	4	4	4	2	2	2	6	154	248
Employment status																
Not employed	43	26	13	11	8	6	7	4	5	3	4	3	4	6	143	520
Employed full time	43	28	19	11	13	8	6	5	6	6	4	3	4	5	161	266
Employed part time	38	32	17	11	10	10	7	6	4	2	4	6	1	6	154	84
Community size																
Large cities	47	26	18	8	14	9	9	5	4	5	3	6	5	5	164	352
Small cities	36	30	14	14	9	5	4	5	7	3	5	1	4	6	143	352
Rural areas	47	27	10	9	4	6	5	3	4	5	3	1	1	9	134	172

Question 26: Which of these materials for warm-weather suits don't you particularly like? (Asked only if those having warm-weather suits.)

	Nylon	Rayon/acetate	Wool and rayon	Silk	Cotton and wool	Linen	Acrylic	Cotton and silk	Cotton	Polyester	Cotton and rayon	Cotton and synthetics	Other fibers/mixtures	Don't know	Total	Cases
	Percent															Number
United States total	48	44	35	29	29	20	9	9	8	8	8	5	1	14	267	1,238
Age																
18-29 years	46	40	31	35	27	19	8	10	10	6	7	5	1	13	258	378
30-39 years	52	44	39	27	31	23	7	10	9	6	9	4	2	12	275	292
40-49 years	48	48	37	28	31	20	8	5	7	10	8	4	*	14	268	271
50-65 years	46	45	35	23	29	19	13	9	6	10	10	7	1	17	270	297
Income group																
Lower	46	35	33	35	28	18	7	11	6	6	7	4	1	14	251	246
Middle	47	45	36	31	31	22	11	10	10	9	9	7	1	12	281	428
Upper	51	49	35	24	28	20	8	6	7	7	8	4	1	13	261	488
Education																
Grade school or less	43	37	35	26	30	19	6	13	1	6	6	7	-	22	251	122
Some high school	46	42	30	32	29	17	9	6	6	10	5	5	*	15	252	257
Completed high school	49	44	36	29	28	24	7	9	10	6	9	5	1	12	269	520
College, some or completed	50	48	37	28	31	18	12	9	8	9	11	6	2	13	282	331
Employment status																
Not employed	49	44	34	29	27	20	8	8	7	7	8	5	1	14	261	754
Employed full time	47	46	37	28	34	19	12	10	10	9	10	6	1	14	283	360
Employed part time	46	41	34	27	28	21	4	10	7	5	5	3	-	9	240	116
Community size																
Large cities	44	42	31	28	25	17	9	6	8	8	8	4	1	16	247	465
Small cities	53	46	40	30	33	22	10	11	8	9	9	5	1	12	289	523
Rural areas	45	45	32	28	29	22	7	10	8	5	7	7	2	13	260	250

*Less than 1 percent.

Question 27: Generally, how are your warm-weather suits taken care of?
(Asked only of those having warm-weather suits.)

	Hand washed	Machine washed	Drycleaned: Professionally	Drycleaned: Coin-operated machine	Not specified	Total	Cases
	Percent						Number
United States total	36	19	56	3	1	115	1,238
Age							
18-29 years	36	21	55	4	1	117	378
30-39 years	35	27	53	2	*	117	292
40-49 years	35	18	58	3	-	114	271
50-65 years	36	10	60	3	2	111	297
Income group							
Lower	41	16	52	3	2	114	246
Middle	37	23	53	4	-	117	428
Upper	32	18	61	2	1	114	488
Education							
Grade school or less	46	16	52	1	2	117	122
Some high school	38	18	56	4	*	116	257
Completed high school	34	21	54	4	*	113	520
College, some or completed	32	19	61	2	1	115	331
Employment status							
Not employed	34	19	56	3	1	113	754
Employed full time	39	19	55	3	1	117	360
Employed part time	31	21	59	5	1	117	116
Community size							
Large cities	38	20	62	3	*	123	465
Small cities	31	19	56	3	*	109	523
Rural areas	40	18	46	2	2	108	250

*Less than 1 percent.

Question 28: When you buy a warm-weather suit, how many years of use do you expect to get out of it?
(Asked only of those having warm-weather suits.)

	1 year	2 years	3 years	4 years	5 years	6 or more years	Not specified	Cases
	Percent							Number
United States total	2	21	33	19	16	6	3	1,238
Age								
18-29 years	2	24	31	19	16	5	3	378
30-39 years	2	18	34	17	17	9	3	292
40-49 years	2	22	34	20	15	4	3	271
50-65 years	1	18	34	20	16	7	4	297
Income group								
Lower	2	30	30	14	13	7	4	246
Middle	2	20	32	21	15	6	4	428
Upper	2	17	35	19	19	6	2	488
Education								
Grade school or less	2	19	29	19	17	11	3	122
Some high school	2	29	31	17	14	4	3	257
Completed high school	2	20	35	19	15	5	4	520
College, some or completed	2	17	32	20	19	7	3	331
Employment status								
Not employed	2	21	31	20	17	6	3	754
Employed full time	1	23	34	17	15	7	3	360
Employed part time	3	20	35	17	16	5	4	116
Community size								
Large cities	2	23	32	19	14	6	4	465
Small cities	2	17	37	16	18	7	3	523
Rural areas	1	26	25	24	15	5	4	250

Question 29: Do you have any readymade skirts that are worn during the warmer weather, that you have worn in the last year or so?

	Own	Do not own	Cases
	-- Percent --		Number
United States total	55	45	2,909
Age			
18-29 years	75	25	743
30-39 years	65	35	679
40-49 years	52	48	665
50-65 years	32	68	822
Income group			
Lower	48	52	795
Middle	54	46	979
Upper	63	37	957
Education			
Grade school or less	35	65	534
Some high school	53	47	648
Completed high school	60	40	1,096
College, some or completed	66	34	612
Employment status			
Not employed	53	47	1,906
Employed full time	62	38	701
Employed part time	56	44	285
Community size			
Large cities	58	42	1,050
Small cities	57	43	1,199
Rural areas	47	53	660

Question 30: What are the most important things you look for when buying a warm-weather skirt? (Asked only of those having warm-weather skirts.)

	Aided responses	Free responses
	------ Percent -------	
Fit, comfort, weight		
Good fit	70	32
Cool	41	21
Lightweight	48	9
Doesn't cling	28	1
Appearance and style		
Pretty colors, patterns, designs	51	27
Good styling	59	19
A specific style, e.g., simple, tailored[1]	1	18
Wrinkle resistant	44	22
Durability		
Holds its shape	53	9
Will last several years	37	8
Colorfast[1]	*	3
Care and laundering		
Can be machine washed	46	11
Can be hand washed	20	2
Washable[1]	1	26
Can be ironed easily	38	8
Little or no ironing	33	9
Quick drying	24	1
Can be machine dried	21	1
Wash and wear, drip dry[1]	*	3
Know how to care for it	20	*
Easy to care for[1]	-	5
Stain resistant	17	2
Material		
Fabric content	37	23
Good quality material[1]	*	*
Material with body[1]	*	3
Other		
Right price	43	5
Versatility	29	2
Worn during several seasons	29	1
Good workmanship[1]	*	7
Lining in skirt[1]	*	6
Miscellaneous[1]	*	3
Don't know[1]	1	2
Total	791	293
Number of cases	836	761

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 31: Which of these materials are your readymade warm-weather skirts made of?
(Asked only of those having warm-weather skirts.)

	Cotton	Cotton and synthetics	Linen	Rayon/ acetate	Polyester	Cotton and rayon	Cotton and wool	Wool and rayon	Nylon	Acrylic	Silk	Cotton and silk	Other fibers/ mixtures	Fiber not known	Total	Cases
	Percent															Number
United States total	71	35	17	15	13	11	5	5	4	4	3	3	2	3	191	1,597
Age																
18-29 years	74	34	15	14	10	12	6	7	2	4	2	4	2	3	189	555
30-39 years	70	35	17	12	14	10	5	4	4	4	3	1	1	3	183	437
40-49 years	66	36	18	14	13	11	3	5	4	3	3	2	2	3	183	345
50-65 years	71	33	18	15	15	13	7	3	6	4	6	4	1	5	201	260
Income group																
Lower	76	26	15	14	9	12	8	4	4	4	2	3	1	5	183	382
Middle	71	33	15	16	11	11	5	6	5	3	3	3	1	3	186	525
Upper	67	43	18	13	17	11	5	5	3	4	3	3	2	2	196	598
Education																
Grade school or less	84	22	12	10	5	10	4	1	4	3	2	4	1	5	167	188
Some high school	77	25	19	14	11	13	8	5	5	3	1	2	*	3	186	344
Completed high school	66	36	14	14	13	10	6	7	3	3	3	3	2	4	184	658
College, some or completed	66	47	20	16	19	14	3	3	4	5	4	2	3	3	209	400
Employment status																
Not employed	72	34	16	13	11	10	6	5	3	4	3	2	2	3	184	998
Employed full time	68	36	17	16	18	13	5	6	6	4	3	4	*	4	200	429
Employed part time	66	39	17	11	11	16	4	5	6	3	3	2	1	4	188	159
Community size																
Large cities	71	30	18	18	15	12	5	5	6	5	6	4	2	3	200	600
Small cities	69	41	18	13	12	12	5	5	3	2	2	3	1	3	189	685
Rural areas	72	32	12	7	9	9	6	5	1	4	*	1	1	5	164	312

*Less than 1 percent.

Question 32: Which one of these materials do you like best for warm-weather skirts?
(Asked only of those having warm-weather skirts.)

	Cotton	Cotton and synthetics	Polyester	Linen	Rayon/ acetate	Cotton and rayon	Wool and rayon	Nylon	Cotton and wool	Other fibers/ mixtures	No preference	Cases
	Percent											Number
United States total	44	21	6	5	4	3	3	2	2	2	8	1,597
Age												
18-29 years	49	19	4	3	5	3	3	1	3	2	8	555
30-39 years	46	22	6	5	5	3	2	2	2	1	6	437
40-49 years	41	22	8	6	4	4	3	2	1	2	7	345
50-65 years	40	19	7	5	3	4	2	3	2	5	10	260
Income group												
Lower	57	11	3	5	5	3	1	1	4	2	8	382
Middle	45	19	5	3	6	3	4	2	2	2	9	525
Upper	36	26	9	5	4	4	4	1	1	3	7	598
Education												
Grade school or less	64	9	4	3	4	2	1	2	1	3	7	188
Some high school	52	15	4	5	5	3	1	2	3	2	8	344
Completed high school	41	21	7	5	5	3	4	1	3	3	7	658
College, some or completed	33	28	7	5	4	5	2	2	*	4	10	400
Employment status												
Not employed	48	20	5	4	4	3	2	1	2	3	8	998
Employed full time	41	23	9	4	4	3	3	2	2	2	7	429
Employed part time	40	20	5	6	4	5	4	4	2	2	8	159
Community size												
Large cities	44	15	7	5	6	3	2	3	2	4	9	600
Small cities	44	25	5	5	4	3	3	1	2	1	7	685
Rural areas	47	19	6	3	3	4	3	-	3	3	9	312

*Less than 1 percent.

Question 33: Why do you prefer this material for warm-weather skirts?

	Fiber preferred			
	Cotton		Cotton and synthetics	
	Aided responses	Free responses	Aided responses	Free responses
	Percent			
Fit, comfort, weight				
Lightweight	49	3	48	8
Cool	46	33	33	18
Good fit	38	3	35	2
Doesn't cling	29	3	21	1
Like the weight, has body[1]	*	3	-	5
Comfortable (unspecified)[1]	-	4	-	2
Care and laundering				
Can be machine washed	65	18	56	12
Can be hand washed	24	4	20	3
Washable[1]	-	40	1	40
Can be ironed easily	44	21	40	22
Little or no ironing	17	11	60	33
Quick drying	26	1	42	5
Can be machine dried	31	1	23	1
Wash and wear, drip dry[1]	*	1	1	3
Know how to care for it	25	1	19	-
Easy to care for[1]	*	13	1	9
Stain resistant	10	4	12	7
Appearance and style				
Pretty colors, patterns, designs	45	7	25	2
Good styling	32	1	28	1
Looks dressy[1]	-	3	1	5
Wrinkle resistant	17	24	53	50
Durability				
Will last several years	40	23	34	18
Holds its shape	40	11	47	15
Colorfast[1]	1	9	1	4
Other				
Fabric content[2]	23	4	20	3
Right price	35	4	29	2
Worn during several seasons	29	4	23	-
Versatile	25	5	22	2
Miscellaneous[1]	-	3	-	1
Don't know[1]	1	1	-	1
Total	692	263	695	275
Number of cases	385	341	162	169

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.
[2] This category includes responses such as "Just like cotton," "I prefer cotton and synthetic," etc.

Question 34a: How many warm-weather skirts have you purchased in the past 12 months?
(Asked only of those having warm-weather skirts.)

	None	One	Two	Three	Four	Five or more	Not specified	Cases
	Percent							Number
United States total	28	14	20	16	9	12	1	1,597
Age								
18-29 years	26	12	17	14	12	18	1	555
30-39 years	31	13	23	17	9	7	*	437
40-49 years	32	14	19	18	7	9	1	345
50-65 years	37	17	19	14	7	4	2	260
Income group								
Lower	33	12	16	14	10	14	1	382
Middle	32	14	18	14	9	11	2	525
Upper	25	15	23	16	10	10	1	598
Education								
Grade school or less	38	18	13	14	6	10	1	188
Some high school	32	11	16	15	13	12	1	344
Completed high school	29	14	22	15	9	10	1	658
College, some or completed	23	14	22	17	10	13	1	400
Employment status								
Not employed	31	15	21	14	9	9	1	998
Employed full time	23	11	18	18	12	17	1	429
Employed part time	27	16	16	18	8	13	2	159
Community size								
Large cities	25	13	20	18	9	13	2	600
Small cities	31	15	19	14	10	10	1	685
Rural areas	32	14	19	15	10	9	1	312

*Less than 1 percent.

Question 34b: Which of these materials are your warm-weather skirts purchased in the past 12 months made of?
(Asked only of those having purchased warm-weather skirts in the past 12 months.)

	Cotton	Cotton and synthetics	Linen	Rayon/acetate	Polyester	Cotton and rayon	Nylon	Cotton and wool	Wool and rayon	Silk	Acrylic	Other fibers/mixtures	Fiber not specified	Total	Cases
	Percent														Number
United States total	59	31	12	10	10	8	3	3	3	2	2	3	4	150	1,125
Age															
18-29 years	67	31	8	11	10	9	2	4	3	1	2	2	4	154	415
30-39 years	56	33	12	10	10	8	3	3	2	2	2	2	3	146	305
40-49 years	55	31	16	9	9	8	4	2	5	2	3	4	3	151	238
50-65 years	50	32	13	9	12	8	7	3	1	7	3	5	7	157	167
Income group															
Lower	71	25	13	12	6	8	2	5	2	2	3	3	4	156	257
Middle	60	28	10	12	9	8	4	3	3	2	2	3	5	149	359
Upper	52	39	13	8	13	8	2	2	3	1	2	4	3	150	443
Education															
Grade school or less	77	17	10	7	5	5	3	1	3	3	1	2	4	138	115
Some high school	69	22	13	13	7	10	4	6	2	1	2	4	3	156	238
Completed high school	56	30	10	11	11	8	4	3	3	2	3	3	5	149	464
College, some or completed	49	46	13	9	13	8	1	2	2	2	3	4	3	155	303
Employment status															
Not employed	60	30	11	10	8	8	4	3	3	3	2	3	5	150	674
Employed full time	58	34	14	9	13	9	1	3	3	1	2	2	3	152	327
Employed part time	55	34	9	10	12	8	2	3	3	2	2	5	2	147	116
Community size															
Large cities	58	26	14	13	11	8	3	3	4	3	2	4	5	154	442
Small cities	59	38	12	9	10	8	3	3	2	2	2	2	3	153	467
Rural areas	62	30	8	7	7	10	2	5	3	-	4	3	5	146	216

Question 35: Which of these materials for warm-weather skirts don't you particularly like?
(Asked only of those having warm-weather skirts.)

	Nylon	Rayon/ acetate	Silk	Wool and rayon	Cotton and wool	Linen	Cotton and silk	Poly- ester	Acrylic	Cotton	Cotton and rayon	Cotton and syn- thet- ics	Other fibers/ mix- tures	Don't know	Total	Cases
	Percent															Number
United States total	53	49	41	41	36	24	12	9	9	8	8	5	1	12	308	1,597
Age																
18-29 years	51	45	45	36	33	23	11	9	8	9	8	5	1	11	295	555
30-39 years	56	51	43	42	38	22	11	8	8	8	7	4	1	12	311	437
40-49 years	56	56	37	43	35	28	14	10	11	7	10	6	-	10	323	345
50-65 years	46	45	37	43	42	22	13	8	10	8	10	5	*	15	304	260
Income group																
Lower	46	41	42	38	37	21	12	7	11	8	7	5	1	14	290	382
Middle	52	49	43	40	37	25	14	9	7	9	9	6	1	14	315	525
Upper	58	54	38	42	34	23	10	9	9	8	10	5	*	8	308	598
Education																
Grade school or less	37	40	36	34	36	23	14	6	8	8	9	7	-	21	279	188
Some high school	53	46	47	38	39	23	13	9	8	6	8	5	*	13	308	344
Completed high school	55	49	42	41	34	25	10	8	9	10	9	5	1	9	307	658
College, some or completed	57	56	38	43	38	23	13	10	10	7	9	5	1	11	321	400
Employment status																
Not employed	52	49	41	39	36	22	11	8	7	7	8	5	1	12	298	998
Employed full time	54	49	41	44	38	27	14	10	12	9	10	5	*	12	325	429
Employed part time	50	49	38	38	34	23	13	8	9	10	9	4	-	11	296	159
Community size																
Large cities	48	46	36	36	31	20	9	8	7	9	7	4	1	13	275	600
Small cities	57	51	45	42	36	27	13	10	10	9	9	5	*	11	325	685
Rural areas	53	51	42	48	46	24	16	9	9	6	10	6	1	11	332	312

*Less than 1 percent.

Question 36: Generally, how are your warm-weather skirts taken care of?
(Asked only of those having warm-weather skirts.)

	Hand washed	Machine washed	Drycleaned		Not specified	Total	Cases
			Profes-sionally	Coin-operated machine			
	Percent						Number
United States total	40	49	21	2	1	113	1,597
Age							
18-29 years	37	55	21	1	1	115	555
30-39 years	34	60	19	*	1	114	437
40-49 years	45	39	21	3	2	110	345
50-65 years	48	35	27	3	1	114	260
Income group							
Lower	46	47	18	2	2	115	382
Middle	41	51	19	1	2	114	525
Upper	35	49	26	3	1	114	598
Education							
Grade school or less	52	44	15	-	2	113	188
Some high school	43	49	19	1	1	113	344
Completed high school	37	51	22	2	1	113	658
College, some or completed	36	50	25	3	1	115	400
Employment status							
Not employed	39	51	21	1	1	113	998
Employed full time	41	46	22	2	2	113	429
Employed part time	42	47	21	3	2	115	159
Community size							
Large cities	45	43	27	2	2	119	600
Small cities	36	51	20	2	1	110	685
Rural areas	36	58	14	1	1	110	312

*Less than 1 percent.

Question 37: When you buy a warm-weather skirt, how many years of use do you expect to get out of it?
(Asked only of those having warm-weather skirts.)

	1 year	2 years	3 years	4 years	5 years	6 or more years	Not specified	Cases
	Percent							Number
United States total	4	29	32	14	14	4	3	1,597
Age								
18-29 years	6	28	33	15	13	3	2	555
30-39 years	4	33	31	14	13	3	2	437
40-49 years	4	31	34	14	12	2	3	345
50-65 years	1	22	35	13	18	7	4	260
Income group								
Lower	7	26	32	13	13	5	4	382
Middle	4	30	33	14	11	5	3	525
Upper	2	27	34	15	16	5	1	598
Education								
Grade school or less	7	25	27	10	17	6	8	188
Some high school	5	33	32	14	10	3	3	344
Completed high school	4	30	34	15	13	3	1	658
College, some or completed	2	25	34	15	16	6	2	400
Employment status								
Not employed	4	28	31	16	14	4	3	998
Employed full time	5	33	33	12	11	4	2	429
Employed part time	7	21	33	9	21	5	4	159
Community size								
Large cities	6	28	30	14	14	5	3	600
Small cities	3	29	33	15	14	5	1	685
Rural areas	3	27	36	12	14	3	5	312

Question 38: Do you have any readymade dresses for wear in the summer that you have worn in the last year or so?

	Own	Do not own	Cases
	-- Percent --		Number
United States total	88	12	2,909
Age			
18-29 years	87	13	743
30-39 years	86	14	679
40-49 years	90	10	665
50-65 years	89	11	822
Income group			
Lower	87	13	795
Middle	88	12	979
Upper	91	9	957
Education			
Grade school or less	87	13	534
Some high school	87	13	648
Completed high school	88	12	1,096
College, some or completed	90	10	612
Employment status			
Not employed	87	13	1,906
Employed full time	92	8	701
Employed part time	88	12	285
Community size			
Large cities	87	13	1,050
Small cities	88	12	1,199
Rural areas	89	11	660

Question 39: What are the most important things you look for in buying a summer dress? (Asked only of those having summer dresses.)

	Aided responses	Free responses
	------ Percent -------	
Fit, comfort, weight		
Good fit	70	31
Cool	62	35
Lightweight	60	7
Doesn't cling	30	2
Appearance and style		
Pretty colors, patterns, designs	68	29
Good styling	63	25
A specific style, e.g., simple, tailored[1]	1	31
Wrinkle resistant	40	12
Care and laundering		
Can be machine washed	52	7
Can be hand washed	27	3
Washable[1]	*	31
Little or no ironing	43	10
Can be ironed easily	42	10
Quick drying	35	1
Can be machine dried	23	*
Wash and wear, drip dry[1]	-	3
Know how to care for it	22	*
Easy to care for[1]	*	6
Stain resistant	16	1
Durability		
Holds its shape	44	5
Will last several years	35	5
Colorfast[1]	*	6
Material		
Fabric content	36	23
Good quality material[1]	-	4
Other		
Right price	47	8
Versatility	36	4
Worn during several seasons	28	1
Good workmanship[1]	*	9
Miscellaneous[1]	*	4
Don't know[1]	*	1
Total	880	317
Number of cases	1,305	1,249

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 40: Which of these materials are your readymade summer dresses made of?
(Asked only of those having summer dresses.)

	Cotton	Cotton and synthetics	Rayon/ acetate	Polyester	Linen	Cotton and rayon	Nylon	Silk	Acrylic	Cotton and silk	Other fibers/ mixtures	Fiber not known	Total	Cases
	Percent													Number
United States total	81	44	22	20	16	13	11	10	6	5	4	1	233	2,554
Age														
18-29 years	83	43	17	19	13	13	6	7	5	5	2	1	214	640
30-39 years	78	46	19	22	16	14	11	10	5	5	3	1	230	586
40-49 years	81	43	24	23	19	11	11	12	5	5	5	2	241	599
50-65 years	81	43	26	18	17	14	15	12	8	5	5	2	246	729
Income group														
Lower	83	36	20	13	13	13	12	8	5	5	4	3	215	686
Middle	82	42	24	20	14	12	11	9	7	4	4	1	230	861
Upper	78	52	20	27	21	14	11	14	5	6	4	1	253	867
Education														
Grade school or less	85	32	20	12	12	10	11	10	8	4	4	2	210	461
Some high school	82	40	21	18	15	13	11	7	5	5	4	1	222	566
Completed high school	80	45	24	23	15	15	12	10	5	4	4	1	238	966
College, some or completed	78	55	21	25	23	14	9	13	6	6	3	1	254	549
Employment status														
Not employed	82	43	23	18	15	12	11	10	5	4	4	2	229	1,649
Employed full time	79	46	20	26	19	16	11	12	7	5	3	1	245	642
Employed part time	78	43	20	19	17	14	10	10	5	6	3	1	226	251
Community size														
Large cities	81	37	25	21	19	13	12	13	4	5	4	2	236	913
Small cities	81	49	21	19	16	15	11	10	7	5	4	1	239	1,055
Rural areas	80	45	19	20	12	11	11	6	6	4	3	2	219	586

Question 41: Which one of these materials do you like best for summer dresses?
(Asked only of those having summer dresses.)

	Cotton	Cotton and synthetics	Polyester	Rayon/ acetate	Nylon	Cotton and rayon	Linen	Other fibers/ mixtures	No preference	Cases
	Percent									Number
United States total	47	22	8	6	2	2	2	4	7	2,554
Age										
18-29 years	51	24	8	4	1	2	1	3	6	640
30-39 years	44	24	8	7	3	3	1	4	6	586
40-49 years	46	22	8	5	3	2	2	5	7	599
50-65 years	46	18	7	5	3	3	2	6	10	729
Income group										
Lower	59	16	7	3	2	2	1	4	6	686
Middle	48	20	7	7	3	2	1	5	7	861
Upper	37	28	9	5	2	3	2	5	9	867
Education										
Grade school or less	60	10	5	5	2	2	2	6	8	461
Some high school	53	17	7	4	2	3	1	5	8	566
Completed high school	44	26	9	6	3	2	1	4	5	966
College, some or completed	38	29	8	6	1	2	2	4	10	549
Employment status										
Not employed	49	19	7	6	3	2	2	4	8	1,649
Employed full time	42	25	10	5	1	2	2	5	8	642
Employed part time	45	21	10	4	4	4	2	4	6	251
Community size										
Large cities	47	19	8	6	3	2	3	4	8	913
Small cities	47	25	7	6	2	2	1	4	6	1,055
Rural areas	49	21	8	4	2	2	1	6	7	586

Question 42: Why do you prefer this material for summer dresses?

	Fiber preferred							
	Cotton		Cotton and synthetics		Polyester		Rayon/acetate	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent							
Fit, comfort, weight								
Cool	54	44	40	23	34	23	49	21
Lightweight	50	2	53	5	51	5	47	6
Good fit	37	3	30	1	33	1	38	1
Doesn't cling	29	2	24	1	27	1	13	-
Like the weight, has body[1]	-	2	-	1	-	2	-	1
Comfortable (unspecified)[1]	-	3	-	2	-	4	-	9
Care and laundering								
Can be machine washed	62	14	49	13	41	7	32	4
Can be hand washed	26	4	24	4	34	5	28	11
Washable[1]	-	46	-	36	-	33	-	33
Can be ironed easily	44	29	42	17	35	5	16	10
Little or no ironing	23	6	55	36	59	42	50	43
Quick drying	27	1	43	5	45	5	38	4
Can be machine dried	29	1	21	1	21	1	13	-
Wash and wear, drip dry[1]	-	1	*	4	1	6	-	16
Know how to care for it	26	1	19	1	21	-	12	-
Easy to care for[1]	-	10	-	13	1	22	-	6
Can use starch[1]	*	6	-	-	-	-	-	-
Stain resistant	9	2	9	4	15	6	1	4
Appearance and style								
Pretty colors, patterns, designs	52	9	33	4	24	5	29	4
Good styling	34	2	29	2	30	3	19	4
Looks dressy[1]	-	4	*	5	-	7	-	7
Wrinkle resistant	12	20	47	40	49	41	41	39
Durability								
Holds its shape	43	9	39	14	39	14	26	7
Will last several years	40	27	30	18	28	12	18	13
Colorfast[1]	1	10	-	9	-	4	-	6
Does not fray, snag, pull at seams[1]	*	2	-	1	-	1	-	1
Material								
Fabric content[2]	20	3	25	2	21	-	21	-
Soft, smooth texture[1]	*	2	*	2	-	8	-	6
Other								
Right price	37	6	27	3	28	-	22	4
Versatile	32	5	29	2	22	1	22	1
Worn during several seasons	32	2	20	1	22	1	18	-
Miscellaneous[1]	*	4	-	1	-	3	-	1
Don't know[1]	1	2	*	-	-	1	-	1
Total	720	284	688	271	681	269	553	263
Number of cases	655	577	291	274	82	115	68	70

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.
[2] This category included responses such as "Just like cotton," "I prefer cotton and synthetics," etc.

Question 43a: How many summer dresses have you purchased in the past 12 months?
(Asked only of those having summer dresses.)

	None	One	Two	Three	Four	Five or six	Seven or more	Cases
	-Percent							Number
United States total	20	10	17	18	13	15	7	2,554
Age								
18-29 years	21	12	18	16	11	13	9	640
30-39 years	16	12	19	22	13	13	5	586
40-49 years	18	7	17	18	15	17	8	599
50-65 years	21	9	15	17	13	18	7	729
Income group								
Lower	23	12	18	16	12	12	7	686
Middle	20	12	17	17	12	15	7	861
Upper	14	8	17	20	15	18	8	867
Education								
Grade school or less	27	10	16	14	14	13	6	461
Some high school	16	11	17	19	11	17	9	566
Completed high school	18	10	19	18	13	15	7	966
College, some or completed	17	10	14	19	13	17	10	549
Employment status								
Not employed	21	12	18	18	12	13	6	1,649
Employed full time	17	7	14	18	13	21	10	642
Employed part time	14	8	21	19	14	17	7	251
Community size								
Large cities	17	9	16	17	13	17	11	913
Small cities	20	11	18	17	12	16	6	1,055
Rural areas	18	11	18	20	14	13	6	586

Question 43b: Which of these materials are your summer dresses purchased in the past 12 months made of?
(Asked only of those having purchased summer dresses in the past 12 months.)

	Cotton	Cotton and synthetics	Rayon/ acetate	Polyester	Linen	Cotton and rayon	Nylon	Silk	Acrylic	Cotton and silk	Other fibers/ mixtures	Fiber not specified	Total	Cases
	-Percent													Number
United States total	72	38	17	16	12	9	7	7	4	3	4	2	191	2,070
Age														
18-29 years	76	36	14	15	10	9	4	6	3	4	3	2	182	505
30-39 years	68	38	17	18	12	9	7	5	4	2	4	2	186	491
40-49 years	73	40	18	17	13	7	8	9	3	4	2	1	195	490
50-65 years	72	38	18	14	13	9	9	9	5	2	3	3	195	584
Income group														
Lower	76	31	14	10	11	9	4	5	4	1	1	3	169	534
Middle	73	38	19	16	9	8	10	6	5	3	4	2	193	690
Upper	67	44	17	20	15	9	7	9	3	4	3	2	200	742
Education														
Grade school or less	76	27	17	12	9	7	7	6	5	2	3	2	173	337
Some high school	76	34	14	13	11	10	7	4	5	2	3	2	181	474
Completed high school	70	39	19	19	11	8	8	7	3	4	3	2	193	794
College, some or completed	70	47	16	19	17	9	5	10	4	4	4	2	207	458
Employment status														
Not employed	72	36	17	14	11	8	7	6	4	3	4	2	184	1,312
Employed full time	71	42	17	20	14	9	6	9	4	4	3	2	201	531
Employed part time	72	36	17	17	12	9	10	6	3	4	3	2	191	216
Community size														
Large cities	74	32	20	16	16	9	9	9	3	4	4	3	199	748
Small cities	70	42	16	16	11	10	6	7	4	3	2	2	189	843
Rural areas	73	39	13	15	9	6	6	4	4	3	3	1	176	479

Question 44: Which of these materials for summer dresses don't you particularly like?
(Asked only of those having summer dresses.)

	Nylon	Rayon/ acetate	Wool and rayon	Cotton and wool	Silk	Linen	Cotton and silk	Acrylic	Cotton and rayon	Poly-ester	Cotton	Cotton and syn-thetics	Don't know	Total	Cases
	Percent														Number
United States total	52	49	45	41	31	24	11	9	9	8	5	4	10	298	2,554
Age															
18-29 years	56	47	47	43	39	25	13	10	8	6	5	4	8	311	640
30-39 years	56	52	46	40	32	22	8	7	8	7	6	3	9	296	586
40-49 years	53	52	43	41	28	23	11	10	10	10	5	6	9	301	599
50-65 years	46	47	44	40	26	25	11	10	9	10	4	5	12	289	729
Income group															
Lower	50	43	41	40	38	22	13	9	7	8	4	5	12	292	686
Middle	49	49	47	43	32	25	11	10	9	9	5	4	9	302	861
Upper	57	54	46	40	26	24	8	8	10	7	6	4	7	297	867
Education															
Grade school or less	45	40	38	38	31	24	11	10	8	7	3	5	16	276	461
Some high school	51	48	46	42	36	22	11	10	8	9	5	4	9	301	566
Completed high school	55	51	44	40	31	26	11	9	9	8	6	4	7	301	966
College, some or completed	54	56	53	45	26	22	10	9	9	8	5	3	9	309	549
Employment status															
Not employed	52	50	45	41	31	24	10	9	9	7	4	4	10	296	1,649
Employed full time	52	48	47	43	34	23	11	10	10	10	7	4	8	307	642
Employed part time	50	49	39	38	25	24	12	8	8	9	5	4	11	282	251
Community size															
Large cities	51	47	39	35	28	20	10	9	9	9	6	3	11	277	913
Small cities	54	51	49	44	33	27	11	9	8	7	5	4	8	310	1,055
Rural areas	51	49	48	46	32	24	12	9	11	8	4	7	10	311	586

Question 45: Generally, how are your summer dresses taken care of?
(Asked only of those having summer dresses.)

	Hand washed	Machine washed	Drycleaned		Total	Cases
			Profes-sionally	Coin-operated machine		
	Percent					Number
United States total	53	48	19	1	121	2,554
Age						
18-29 years	40	62	17	1	120	640
30-39 years	49	55	18	1	123	586
40-49 years	56	43	20	1	120	599
50-65 years	65	35	20	1	121	729
Income group						
Lower	60	44	11	1	116	686
Middle	52	53	16	1	122	861
Upper	48	47	28	1	124	867
Education						
Grade school or less	63	42	13	*	118	461
Some high school	54	47	17	1	119	566
Completed high school	50	51	19	1	121	966
College, some or completed	47	50	27	1	125	549
Employment status						
Not employed	51	50	18	1	120	1,649
Employed full time	55	45	22	1	123	642
Employed part time	55	47	18	2	122	251
Community size						
Large cities	55	47	25	2	129	913
Small cities	53	45	18	1	117	1,055
Rural areas	50	55	11	*	116	586

* Less than 1 percent.

Question 46: When you buy a summer dress, how many years of use do you expect to get out of it? (Asked only of those having summer dresses.)

	1 year	2 years	3 years	4 years	5 years	6 or more years	Not specified	Cases
	Percent							Number
United States total	3	29	36	16	11	4	1	2,554
Age								
18-29 years	4	31	35	16	10	3	1	640
30-39 years	3	31	35	15	12	3	1	586
40-49 years	3	30	38	15	10	3	1	599
50-65 years	2	26	34	17	13	6	2	729
Income group								
Lower	4	31	32	16	11	4	2	686
Middle	3	31	37	13	11	4	1	861
Upper	3	27	35	17	12	5	1	867
Education								
Grade school or less	5	26	32	17	12	5	3	461
Some high school	3	34	34	14	9	5	1	566
Completed high school	2	30	37	15	11	4	1	966
College, some or completed	2	26	38	17	13	3	1	549
Employment status								
Not employed	3	28	36	17	12	3	1	1,649
Employed full time	3	33	35	14	9	5	1	642
Employed part time	3	31	36	13	12	4	1	271
Community size								
Large cities	3	30	35	16	11	4	1	913
Small cities	2	28	37	16	12	4	1	1,055
Rural areas	3	31	38	13	10	3	2	586

Question 47: During which particular seasons of the year do you want to wear a summer dress? (Asked only of those having summer dresses.)

	Preferred seasonal use
	Percent
Summer only	34
Summer and spring	29
Summer, spring, and fall	26
Summer and fall	4
All year around	7
Total naming:	
Summer	100
Spring	62
Fall	37
Winter	7
Number of cases	2,554

Question 48: Do you have any readymade between-seasons dresses that you have worn in the last year or so?

	Own	Do not own	Cases
	-- Percent --		Number
United States total	41	59	2,909
Age			
18-29 years	39	61	743
30-39 years	42	58	679
40-49 years	41	59	665
50-65 years	42	58	822
Income group			
Lower	32	68	795
Middle	40	60	979
Upper	49	51	957
Education			
Grade school or less	32	68	534
Some high school	31	69	648
Completed high school	46	54	1,096
College, some or completed	51	49	612
Employment status			
Not employed	41	59	1,906
Employed full time	42	58	701
Employed part time	41	59	285
Community size			
Large cities	40	60	1,050
Small cities	42	58	1,199
Rural areas	40	60	660

Question 49: What are the most important things you look for when buying a between-seasons dress? (Asked only of those having between-seasons dresses.)

	Aided responses	Free responses
Appearance and style	------ Percent -------	
Good styling	65	24
Pretty colors, patterns, designs	56	24
A specific style, e.g., simple, tailored[1]	-	28
Dark colors[1]	*	27
Wrinkle resistant	32	6
Fit, comfort, weight		
Good fit	62	20
Lightweight	15	5
Mediumweight[1]	-	24
Doesn't cling	21	*
Cool	8	2
Heavier weight, warm[1]	-	7
Comfortable (unspecified)[1]	*	3
Durability		
Holds its shape	47	3
Will last several years	42	6
Care and laundering	21	2
Can be ironed easily	20	3
Little or no ironing	18	3
Can be machine washed	15	1
Can be hand washed	*	8
Washable[1]	9	1
Can be machine dried	8	*
Quick drying	-	*
Wash and wear, drip dry[1]	18	*
Know how to care for it	-	4
Easy to care for[1]	14	1
Stain resistant		
Other	40	18
Fabric content	49	7
Versatility	48	6
Worn during several seasons	38	5
Right price	*	10
Miscellaneous[1]	1	3
Don't know[1]	1	3
Total	647	251
Number of cases	623	567

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 50: Which of these materials are your readymade between-seasons dresses made of?
(Asked only of those having between-seasons dresses.)

	Cotton	Cotton and synthetics	Rayon/ acetate	Cotton and wool	Cotton and rayon	Wool and rayon	Polyester	Silk	Cotton and silk	Linen	Acrylic	Nylon	Wool	Other fibers/ mixtures	Fiber not known	Total	Cases
	Percent																Number
United States total	40	32	17	15	14	13	10	8	8	7	6	4	4	3	6	187	1,190
Age																	
18-29 years	47	28	13	18	15	12	8	6	10	9	6	1	3	2	6	184	288
30-39 years	41	37	17	13	16	15	10	5	5	5	6	3	2	2	5	182	283
40-49 years	37	36	19	15	11	13	12	9	6	7	10	5	3	2	5	190	270
50-65 years	36	27	20	13	15	13	10	11	10	6	5	7	5	4	8	190	349
Income group																	
Lower	40	27	18	18	17	15	8	5	10	5	7	4	4	3	9	190	255
Middle	37	27	18	14	13	13	7	7	6	7	6	6	3	3	8	175	392
Upper	41	41	15	15	14	13	14	10	8	6	6	2	4	2	4	195	466
Education																	
Grade school or less	38	17	21	17	16	15	7	6	8	5	9	4	2	1	12	178	169
Some high school	44	27	21	14	16	13	7	4	4	6	4	2	3	2	7	174	202
Completed high school	38	32	16	14	14	12	10	7	7	5	6	5	3	3	5	177	502
College, some or completed	43	42	15	16	13	14	14	14	10	12	6	5	5	3	3	215	311
Employment status																	
Not employed	41	29	17	14	14	14	9	7	7	6	7	4	4	2	6	181	776
Employed full time	38	38	19	17	14	12	13	9	9	9	6	3	3	3	6	199	294
Employed part time	38	33	14	14	15	13	11	8	6	3	6	5	3	5	6	180	118
Community size																	
Large cities	33	24	20	20	13	15	13	11	8	7	8	6	5	3	8	194	420
Small cities	46	37	16	11	15	11	9	7	9	7	5	3	3	2	4	185	504
Rural areas	42	34	15	12	15	14	8	5	5	6	7	3	3	2	6	177	266

Question 51: Which one of these materials do you like best for between-seasons dresses? (Asked only of those having between-seasons dresses.)

	Cotton	Cotton and synthetics	Cotton and wool	Rayon/ acetate	Wool and rayon	Cotton and rayon	Polyester	Cotton and silk	Acrylic	Linen	Silk	Wool	Nylon	Other fibers/ mixtures	No preference	Cases
	Percent															Number
United States total	23	17	8	8	5	5	4	3	3	3	3	2	2	2	12	1,190
Age																
18-29 years	31	16	10	5	4	5	2	3	3	4	2	2	-	2	11	288
30-39 years	21	21	7	7	6	5	4	2	4	3	1	1	1	3	14	283
40-49 years	22	20	7	5	6	5	6	4	4	3	3	2	3	1	9	270
50-65 years	16	13	7	10	6	6	4	5	2	2	4	3	3	3	16	349
Income group																
Lower	25	11	10	8	5	8	4	5	2	3	2	2	2	2	11	255
Middle	21	15	9	9	5	4	4	3	3	5	2	2	2	3	13	392
Upper	22	23	6	5	6	5	4	3	3	2	3	2	1	2	13	466
Education																
Grade school or less	25	10	8	8	5	6	4	6	3	3	3	2	1	2	14	169
Some high school	30	13	11	8	6	5	2	2	1	3	1	3	1	1	13	202
Completed high school	22	20	7	7	5	7	5	3	3	2	2	1	1	3	12	502
College, some or completed	18	22	6	6	6	3	3	3	5	4	3	3	3	2	13	311
Employment status																
Not employed	25	15	8	8	5	5	3	3	2	2	3	3	2	2	14	776
Employed full time	18	23	7	7	5	5	4	4	4	5	2	*	1	2	13	294
Employed part time	21	20	7	6	7	7	5	3	3	3	4	3	1	4	6	118
Community size																
Large cities	18	10	9	8	8	5	4	3	4	3	4	3	3	3	15	420
Small cities	24	21	6	8	5	5	4	4	3	3	2	2	1	1	11	504
Rural areas	27	23	7	6	4	6	3	3	2	3	*	1	1	3	11	266

*Less than 1 percent.

Question 52: Why do you prefer this material for between-seasons dresses?

	Fiber preferred			
	Cotton		Cotton and synthetics	
	Aided responses	Free responses	Aided responses	Free responses
	Percent			
Appearance and style				
Pretty colors, patterns, designs	46	8	45	2
Good styling	44	5	38	4
Wrinkle resistant	16	13	49	35
Fit, comfort, weight				
Good fit	48	2	41	1
Lightweight	31	5	30	3
Doesn't cling	26	2	25	2
Cool	19	16	12	5
Medium, right weight[1]	-	14	-	9
Heavier weight, warm[1]	-	4	-	6
Comfortable (unspecified)[1]	-	8	-	4
Durability				
Will last several years	40	15	38	9
Holds its shape	41	2	44	12
Colorfast[1]	-	2	-	5
Care and laundering				
Can be machine washed	55	12	36	5
Can be hand washed	26	4	24	3
Washable[1]	-	26	-	26
Can be ironed easily	38	16	31	14
Little or no ironing	20	2	46	17
Can be machine dried	28	-	17	-
Quick drying	19	1	23	2
Wash and wear, drip dry[1]	-	-	-	2
Know how to care for it	27	-	21	-
Easy to care for[1]	-	17	-	12
Stain resistant	11	3	12	4
Other				
Worn during several seasons	40	10	34	4
Versatile	38	6	42	7
Right price	35	6	30	1
Fabric content[2]	34	2	35	6
Miscellaneous[1]	-	7	-	7
Don't know[1]	1	6	-	4
Total	683	214	673	211
Number of cases	159	121	116	99

[1] Not included on the card used for the aided-response interview.
[2] This category includes responses such as "Just like cotton," "I prefer cotton and synthetics," etc.

Question 53a: How many between-seasons dresses have you purchased in the past 12 months?
(Asked only of those having between-seasons dresses.)

	None	One	Two	Three	Four or more	Cases
	Percent					Number
United States total	33	22	22	11	12	1,190
Age						
18-29 years	30	26	23	11	10	288
30-39 years	37	21	21	11	10	283
40-49 years	25	23	24	12	16	270
50-65 years	39	20	22	10	9	349
Income group						
Lower	38	22	20	10	10	255
Middle	34	27	20	9	10	392
Upper	28	21	24	13	14	466
Education						
Grade school or less	44	20	18	9	9	169
Some high school	36	20	23	11	10	202
Completed high school	31	26	21	11	11	502
College, some or completed	31	20	27	12	10	311
Employment status						
Not employed	35	24	21	9	11	776
Employed full time	27	20	26	15	12	294
Employed part time	37	19	22	14	8	118
Community size						
Large cities	31	20	22	12	15	420
Small cities	34	24	23	11	8	504
Rural areas	36	24	23	9	8	266

Question 53b: Which of these materials are your between-seasons dresses purchased in the past 12 months made of? (Asked only of those having purchased between-seasons dresses in the past 12 months.)

	Cotton	Cotton and synthetics	Rayon/ acetate	Cotton and wool	Cotton and rayon	Wool and rayon	Polyester	Cotton and silk	Silk	Linen	Nylon	Acrylic	Wool	Other fibers/ mixtures	Fiber not specified	Total	Cases
	Percent																Number
United States total	33	27	13	10	9	9	8	6	6	5	4	4	3	3	8	148	798
Age																	
18-29 years	42	25	9	11	11	7	5	5	5	4	1	3	2	1	6	137	202
30-39 years	37	29	12	12	11	11	8	6	3	3	4	4	2	3	6	151	178
40-49 years	26	32	15	8	6	8	9	6	7	5	4	7	2	2	9	146	201
50-65 years	30	24	14	10	8	8	9	6	7	6	7	2	4	3	9	147	217
Income group																	
Lower	38	23	15	12	11	9	7	6	5	5	4	6	1	3	6	151	158
Middle	31	23	12	8	7	8	5	5	5	4	6	4	4	3	10	135	259
Upper	32	35	12	11	10	9	11	7	7	3	2	4	3	2	6	154	330
Education																	
Grade school or less	34	13	15	12	5	7	5	9	9	5	2	6	3	2	11	138	94
Some high school	39	22	15	15	8	8	5	5	3	5	4	3	3	2	8	145	131
Completed high school	32	29	13	9	11	8	9	5	5	4	5	3	2	2	8	145	352
College, some or completed	33	35	10	8	7	10	9	7	9	5	4	5	3	3	4	152	216
Employment status																	
Not employed	35	25	13	11	9	8	7	6	6	4	4	3	3	2	7	143	507
Employed full time	30	33	13	9	8	9	10	7	5	6	4	6	2	2	9	153	215
Employed part time	32	28	7	8	9	9	7	5	8	5	4	4	1	5	8	140	75
Community size																	
Large cities	25	19	15	16	7	12	10	6	8	3	7	6	5	3	8	150	287
Small cities	37	31	12	6	11	7	8	9	7	6	3	3	1	3	6	150	338
Rural areas	40	34	9	8	8	5	5	1	1	5	2	4	3	1	10	136	173

Question 54: Which of these materials for between-seasons dresses don't you particularly like?
(Asked only of those having between-seasons dresses.)

	Nylon	Rayon/ acetate	Silk	Linen	Wool and rayon	Cotton and wool	Cotton	Poly- ester	Cotton and silk	Acrylic	Cotton and rayon	Cotton and syn- thet- ics	Wool	Don't know	Total	Cases
	Percent															Number
United States total	48	47	25	25	19	16	14	9	9	9	7	5	1	17	251	1,190
Age																
18-29 years	55	46	32	23	17	15	10	10	8	11	6	4	1	15	253	288
30-39 years	52	50	28	24	20	16	14	8	8	6	7	5	*	18	256	283
40-49 years	44	49	22	27	19	15	17	8	9	9	7	6	1	16	249	270
50-65 years	42	43	19	26	21	17	15	11	11	9	7	4	2	20	247	349
Income group																
Lower	48	44	28	20	19	17	9	10	12	7	5	6	2	15	242	255
Middle	47	46	26	30	21	17	18	10	10	9	7	5	1	17	264	392
Upper	49	53	23	23	18	15	15	9	7	9	6	3	*	17	247	466
Education																
Grade school or less	44	35	22	27	21	19	12	8	12	8	2	5	1	20	236	169
Some high school	46	44	34	20	19	14	8	11	8	8	8	3	*	17	240	202
Completed high school	49	48	25	25	19	16	17	8	9	7	7	4	1	16	251	502
College, some or completed	49	53	20	26	18	15	14	11	7	10	8	6	*	18	255	311
Employment status																
Not employed	47	46	23	25	20	17	14	9	9	8	7	5	1	18	249	776
Employed full time	48	49	26	21	18	15	14	12	9	11	7	3	*	16	249	294
Employed part time	52	46	31	28	14	15	18	6	11	8	4	3	-	13	249	118
Community size																
Large cities	43	41	20	26	15	13	17	9	7	7	6	4	*	20	228	420
Small cities	53	52	27	26	22	17	13	8	10	9	7	4	1	14	263	504
Rural areas	46	45	27	21	21	19	10	12	11	10	7	8	2	19	258	266

*Less than 1 percent.

Question 55: Generally, how are your between-seasons dresses taken care of?
(Asked only of those having between-seasons dresses.)

	Hand washed	Machine washed	Drycleaned		Total	Cases
			Profes-sionally	Coin-operated machine		
	Percent					Number
United States total	32	19	59	4	114	1,190
Age						
18-29 years	27	29	56	5	117	288
30-39 years	32	24	55	3	114	283
40-49 years	32	17	62	3	114	270
50-65 years	38	9	61	5	113	349
Income group						
Lower	40	16	51	6	113	255
Middle	31	21	58	4	114	392
Upper	30	19	63	3	115	466
Education						
Grade school or less	43	14	51	3	111	169
Some high school	36	17	58	2	113	202
Completed high school	30	21	57	5	113	502
College, some or completed	28	21	65	4	118	311
Employment status						
Not employed	33	19	58	4	114	776
Employed full time	33	18	60	4	115	294
Employed part time	30	19	61	6	116	118
Community size						
Large cities	28	15	68	5	116	420
Small cities	35	19	56	3	113	504
Rural areas	34	26	49	4	113	266

Question 56: When you buy a between-seasons dress, how many years of use do you expect to get out of it?
(Asked only of those having between-seasons dresses.)

	1 year	2 years	3 years	4 years	5 years	6 or more years	Not specified	Cases
	Percent							Number
United States total	1	21	35	19	15	7	2	1,190
Age								
18-29 years	2	20	38	17	17	5	1	288
30-39 years	1	20	33	23	17	4	2	283
40-49 years	1	23	39	18	11	6	2	270
50-65 years	2	20	30	19	16	10	3	349
Income group								
Lower	1	22	32	20	16	7	2	255
Middle	2	19	36	21	12	8	2	392
Upper	1	21	33	18	18	7	2	466
Education								
Grade school or less	2	23	27	22	13	11	2	169
Some high school	4	24	33	17	13	6	3	202
Completed high school	1	19	38	19	16	5	2	502
College, some or completed	-	21	34	18	17	8	2	311
Employment status								
Not employed	2	20	33	20	15	7	3	776
Employed full time	1	24	36	18	14	5	2	294
Employed part time	2	19	35	16	19	8	1	118
Community size								
Large cities	2	24	34	18	15	5	2	420
Small cities	1	17	38	19	17	6	2	504
Rural areas	2	21	30	22	12	10	3	266

Question 57: During which particular seasons of the year do you want to wear between-seasons dresses? (Asked only of those having between-seasons dresses.)

	Preferred seasonal use
	- Percent -
Spring and fall	53
Spring, fall, winter	12
Fall only	11
Winter and fall	5
Spring, summer, fall	5
Summer and fall	2
Summer and spring	1
Spring only	1
All year around	8
Others	1
Not specified	1
Total naming:	
Fall	96
Spring	80
Winter	25
Summer	16
Number of cases	1,190

Question 58: Do you have any ready-made blouses, excluding knit tops, that you have worn in the last year or so?

	Own	Do not own	Cases
	-- Percent --		Number
United States total	80	20	2,909
Age			
18-29 years	93	7	743
30-39 years	90	10	679
40-49 years	81	19	665
50-65 years	59	41	822
Income group			
Lower	67	33	795
Middle	80	20	979
Upper	91	9	957
Education			
Grade school or less	56	44	534
Some high school	79	21	648
Completed high school	88	12	1,096
College, some or completed	88	12	612
Employment status			
Not employed	78	22	1,906
Employed full time	84	16	701
Employed part time	81	19	285
Community size			
Large cities	83	17	1,050
Small cities	82	18	1,199
Rural areas	72	28	660

Question 59: What are the most important things you look for when buying a blouse? (Asked only of those having blouses.)

	Aided responses	Free responses
	------ Percent -------	
Appearance and style		
Pretty colors, patterns, designs	62	26
Good styling	61	25
A specific style, e.g., simple, tailored[1]	1	33
Wrinkle resistant	27	5
Care and laundering		
Can be machine washed	62	10
Can be hand washed	26	2
Washable[1]	1	28
Can be ironed easily	48	15
Little or no ironing	42	10
Quick drying	29	1
Can be machine dried	26	1
Wash and wear, drip dry[1]	*	4
Know how to care for it	22	1
Easy to care for[1]	*	6
Stain resistant	12	1
Fit, comfort, weight		
Good fit	68	26
Lightweight	28	2
Cool	22	3
Doesn't cling	19	*
Material		
Fabric content	42	27
Good quality material[1]	*	3
Durability		
Will last several years	36	8
Holds its shape	33	3
Colorfast[1]	*	5
Other		
Worn during several seasons	47	3
Right price	42	7
Versatility	31	9
Good workmanship[1]	*	13
Long enough to stay tucked in[1]	*	6
Brand name[1]	-	4
Miscellaneous[1]	*	5
Don't know[1]	1	1
Total	788	293
Number of cases	1,224	1,099

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 60: Which of these materials are your readymade blouses made of?
(Asked only of those having blouses.)

	Cotton	Cotton and synthetics	Polyester	Rayon/acetate	Nylon	Silk	Cotton and rayon	Acrylic	Linen	Cotton and silk	Other fibers/mixtures	Fiber not known	Total	Cases
	Percent													Number
United States total	84	46	22	18	16	15	9	6	4	4	3	1	228	2,323
Age														
18-29 years	90	45	22	19	11	13	12	6	4	6	2	1	231	690
30-39 years	84	50	23	17	16	12	9	6	3	3	4	2	229	609
40-49 years	82	50	22	18	18	17	8	7	6	4	3	2	237	539
50-65 years	79	39	21	19	23	17	9	4	4	3	1	2	221	485
Income group														
Lower	88	30	15	21	17	13	9	6	3	4	2	2	210	531
Middle	84	45	22	17	18	12	10	5	3	3	2	1	222	787
Upper	82	58	26	17	14	18	10	6	5	5	4	1	246	873
Education														
Grade school or less	86	23	14	16	17	12	7	4	3	3	*	2	187	299
Some high school	87	40	19	20	16	12	9	7	4	4	4	2	224	514
Completed high school	84	49	23	18	16	13	9	6	3	4	3	1	229	959
College, some or completed	81	60	28	17	16	22	11	5	6	5	4	1	256	538
Employment status														
Not employed	85	45	20	17	16	14	9	6	3	4	3	2	224	1,491
Employed full time	82	48	27	20	16	15	10	6	5	5	4	1	239	586
Employed part time	82	50	20	19	18	17	9	4	3	3	3	1	229	232
Community size														
Large cities	82	40	23	21	20	20	10	7	5	5	5	2	240	869
Small cities	85	52	22	17	14	13	10	4	3	4	3	1	228	980
Rural areas	85	47	19	14	13	8	9	7	4	3	2	2	213	474

*Less than 1 percent.

Question 61: Which one of these materials do you like best for your readymade blouses?
(Asked only of those having blouses.)

	Cotton	Cotton and synthetics	Polyester	Nylon	Rayon/acetate	Silk	Acrylic	Cotton and rayon	Other fibers/mixtures	No preference	Cases
	Percent										Number
United States total	45	26	8	4	3	2	2	2	1	7	2,323
Age											
18-29 years	52	25	7	1	3	1	2	2	1	6	690
30-39 years	42	30	7	4	4	1	2	2	*	8	609
40-49 years	43	30	8	3	2	3	1	1	1	8	539
50-65 years	40	23	9	7	3	4	2	2	2	8	485
Income group											
Lower	61	14	5	4	4	1	2	1	2	6	531
Middle	45	26	9	5	4	2	2	2	*	5	787
Upper	34	37	8	2	2	3	1	2	2	9	873
Education											
Grade school or less	65	11	4	4	4	2	1	1	*	8	299
Some high school	53	23	6	3	3	1	1	2	1	7	514
Completed high school	42	29	9	4	3	2	2	2	1	6	959
College, some or completed	31	38	8	3	3	3	1	2	2	9	538
Employment status											
Not employed	48	27	7	4	2	2	2	1	*	7	1,491
Employed full time	37	28	10	3	3	3	2	3	2	9	586
Employed part time	44	28	4	4	5	4	2	2	1	6	232
Community size											
Large cities	43	22	9	5	5	3	1	2	2	8	869
Small cities	45	31	6	3	2	2	2	2	1	6	980
Rural areas	49	29	7	2	2	2	2	*	*	7	474

*Less than 1 percent.

Question 62: Why do you prefer this material for blouses?

	Fiber preferred					
	Cotton		Cotton and synthetics		Polyester	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent					
Appearance and style						
Pretty colors, patterns, designs	47	5	26	5	33	2
Good styling	35	4	25	3	31	3
Looks dressy[1]	*	4	-	6	-	8
Wrinkle resistant	12	17	34	32	39	31
Care and laundering						
Can be machine washed	71	19	64	14	49	5
Can be hand washed	23	2	21	4	25	5
Washable[1]	*	44	1	38	-	44
Can be ironed easily	49	32	49	28	40	24
Little or no ironing	21	3	63	35	55	40
Can be machine dried	33	*	31	1	26	1
Quick drying	25	1	49	6	53	6
Wash and wear, drip dry[1]	-	1	-	3	-	6
Know how to care for it	26	1	20	-	20	1
Easy to care for[1]	*	11	1	13	-	6
Can use bleach[1]	1	8	-	2	-	2
Can use starch[1]	1	5	*	*	-	-
Stain resistant	9	4	8	4	8	2
Fit, comfort, weight						
Cool	33	18	20	8	25	6
Good fit	41	2	30	2	32	1
Lightweight	34	1	35	6	40	7
Doesn't cling	24	1	19	*	17	-
Comfortable (unspecified)[1]	*	5	-	4	-	1
Durability						
Will last several years	43	28	35	22	26	22
Holds its shape	37	5	32	5	33	16
Colorfast[1]	*	8	-	4	1	6
Material						
Fabric content[2]	24	4	26	2	31	2
Soft, smooth texture[1]	*	2	1	7	1	7
Other						
Worn during several seasons	46	4	35	1	31	3
Right price	39	6	27	2	26	2
Versatile	29	5	26	1	23	3
Miscellaneous[1]	*	8	*	5	3	2
Don't know[1]	*	1	-	1	-	-
Total	703	259	678	264	668	264
Number of cases	578	479	339	299	88	88

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.
[2] This category includes responses such as "Just like cotton," "I prefer cotton and synthetics," etc.

Question 63a: How many blouses have you purchased in the past 12 months?
(Asked only of those having blouses.)

	None	One or two	Three	Four	Five or six	Seven or more	Not specified	Cases
	Percent							Number
United States total	17	21	14	14	19	14	1	2,323
Age								
18-29 years	11	19	11	16	19	23	1	690
30-39 years	17	17	18	13	22	12	1	609
40-49 years	17	20	15	14	21	12	1	539
50-65 years	23	31	11	13	14	7	1	485
Income group								
Lower	24	25	11	13	14	13	*	531
Middle	16	22	15	14	17	15	1	787
Upper	12	18	14	15	25	16	*	873
Education								
Grade school or less	28	25	13	12	13	7	2	299
Some high school	17	23	12	12	19	17	*	514
Completed high school	15	21	14	14	21	15	*	959
College, some or completed	14	20	14	16	20	15	1	538
Employment status								
Not employed	18	23	14	14	18	12	1	1,491
Employed full time	13	19	11	13	22	21	1	586
Employed part time	14	22	18	16	18	11	1	232
Community size								
Large cities	16	17	15	14	21	16	1	869
Small cities	18	23	14	13	18	13	1	980
Rural areas	16	24	12	15	17	15	1	474

*Less than 1 percent.

Question 63b: Which of these materials are your blouses purchased in the past 12 months made of? (Asked only of those having purchased blouses in the past 12 months.)

	Cotton	Cotton and synthetics	Polyester	Rayon/acetate	Nylon	Silk	Cotton and rayon	Acrylic	Linen	Cotton and silk	Other fibers/mixtures	Fiber not specified	Total	Cases
	Percent													Number
United States total	74	44	16	13	10	9	7	4	2	2	3	2	186	1,937
Age														
18-29 years	81	41	15	14	7	9	9	4	2	4	2	2	190	615
30-39 years	73	46	17	12	11	10	7	4	3	1	3	2	189	505
40-49 years	74	48	18	13	9	10	6	5	2	2	4	1	192	446
50-65 years	65	39	16	13	14	10	6	2	2	2	2	3	174	371
Income group														
Lower	82	33	12	16	11	6	7	5	2	2	2	1	179	403
Middle	75	39	15	12	13	8	7	3	2	3	*	2	179	661
Upper	70	54	20	12	7	13	6	5	3	3	3	2	198	764
Education														
Grade school or less	78	24	8	10	11	7	7	4	1	1	1	3	155	213
Some high school	82	38	13	15	12	7	6	4	3	2	4	1	187	425
Completed high school	73	45	17	12	9	8	7	5	2	3	2	2	185	824
College, some or completed	67	56	22	14	9	14	7	2	2	2	3	2	200	464
Employment status														
Not employed	75	42	15	12	10	9	6	4	2	2	2	2	181	1,218
Employed full time	75	45	19	14	10	11	8	4	4	4	3	2	199	508
Employed part time	70	47	14	16	10	10	7	3	1	2	5	3	188	199
Community size														
Large cities	75	36	19	17	14	13	7	5	3	4	3	2	198	729
Small cities	73	49	15	10	8	9	7	3	2	1	3	2	182	808
Rural areas	78	46	13	11	6	5	7	5	2	2	*	3	178	400

*Less than 1 percent.

Question 64: Which of these materials for blouses don't you particularly like? (Asked only of those having blouses.).

	Rayon/acetate	Nylon	Wool and rayon	Linen	Cotton and wool	Silk	Cotton and silk	Acrylic	Cotton and rayon	Polyester	Cotton	Cotton and synthetics	Don't know	Total	Cases
	Percent														Number
United States total	53	49	34	32	31	30	9	8	8	7	6	4	12	283	2,323
Age															
18-29 years	49	55	36	34	33	39	9	8	7	6	5	2	9	292	690
30-39 years	53	50	33	29	28	30	8	7	8	5	6	3	13	273	609
40-49 years	56	48	34	32	30	25	9	9	9	9	6	5	12	284	539
50-65 years	55	40	34	35	31	22	10	7	9	10	6	5	14	278	485
Income group															
Lower	43	46	31	31	31	39	10	7	7	7	3	5	15	275	531
Middle	54	47	36	34	32	30	9	7	9	8	6	4	11	287	787
Upper	57	52	35	31	29	24	8	9	9	6	7	3	10	280	873
Education															
Grade school or less	43	40	30	30	29	30	10	6	6	8	2	5	20	259	299
Some high school	51	50	34	32	31	35	10	8	8	7	4	5	10	285	514
Completed high school	53	49	34	33	30	30	8	7	8	7	7	3	11	280	959
College, some or completed	59	51	37	33	32	25	9	9	10	7	7	3	11	293	538
Employment status															
Not employed	53	49	34	32	30	29	8	8	9	7	4	4	12	279	1,491
Employed full time	51	48	36	32	33	31	11	9	8	9	9	4	11	292	586
Employed part time	55	49	31	33	28	30	10	5	7	6	6	3	10	273	232
Community size															
Large cities	50	44	30	28	25	23	7	7	8	8	8	3	14	255	869
Small cities	55	51	38	37	34	33	11	8	8	7	5	4	10	301	980
Rural areas	53	53	34	31	34	35	9	9	9	6	3	4	11	291	474

Question 65: Generally, how are your blouses taken care of?
(Asked only of those having blouses.)

	Hand washed	Machine washed	Dry-cleaned profes-sionally	Not specified	Total	Cases
	Percent					Number
United States total	45	65	6	1	117	2,323
Age						
18-29 years	36	75	5	*	116	690
30-39 years	37	75	5	1	118	609
40-49 years	52	60	7	1	120	539
50-65 years	61	44	8	1	114	485
Income group						
Lower	53	57	2	1	113	531
Middle	43	70	5	*	118	787
Upper	42	66	9	1	118	873
Education						
Grade school or less	58	55	4	1	118	299
Some high school	47	63	4	1	115	514
Completed high school	42	69	5	1	117	959
College, some or completed	42	67	10	1	120	538
Employment status						
Not employed	44	67	6	1	118	1,491
Employed full time	49	60	7	1	117	586
Employed part time	45	66	6	*	117	232
Community size						
Large cities	53	61	9	1	124	869
Small cities	41	66	5	1	113	980
Rural areas	40	70	3	1	114	474

*Less than 1 percent.

Question 66: When you buy a blouse, how many years of use do you expect to get out of it?
(Asked only of those having blouses.)

	1 year	2 years	3 years	4 years	5 or more years	Not specified	Cases
	Percent						Number
United States total	8	32	31	13	13	3	2,323
Age							
18-29 years	10	32	30	13	13	2	690
30-39 years	10	35	30	13	10	2	609
40-49 years	7	32	35	12	11	3	539
50-65 years	4	26	31	16	19	4	485
Income group							
Lower	9	30	33	11	14	3	531
Middle	9	32	30	14	12	3	787
Upper	7	32	31	14	14	2	873
Education							
Grade school or less	10	28	32	14	11	5	299
Some high school	10	36	30	12	10	2	514
Completed high school	8	32	32	13	13	2	959
College, some or completed	6	27	33	14	18	2	538
Employed status							
Not employed	7	31	31	14	14	3	1,491
Employed full time	9	34	31	12	12	2	586
Employed part time	10	28	31	13	16	2	232
Community size							
Large cities	8	31	32	14	13	2	869
Small cities	7	32	31	12	15	3	980
Rural areas	10	32	30	14	11	3	474

Question 67: Do you have any readymade petticoats or half-slips (not crinolines) that you have worn in the last year or so?

	Own	Do not own	Cases
	--------Percent-------		Number
United States total	73	27	2,909
Age			
18-29 years	88	12	743
30-39 years	78	22	679
40-49 years	73	27	665
50-65 years	56	44	822
Income group			
Lower	66	34	795
Middle	73	27	979
Upper	79	21	957
Education			
Grade school or less	61	39	534
Some high school	71	29	648
Completed high school	78	22	1,096
College, some or completed	77	23	612
Employment status			
Not employed	72	28	1,906
Employed full time	76	24	701
Employed part time	74	26	285
Community size			
Large cities	79	21	1,050
Small cities	72	28	1,199
Rural areas	65	35	660

Question 68: What are the most important things you look for when buying a petticoat or half-slip? (Asked only of those having petticoats.)

	Aided responses	Free responses
Care and laundering		
Can be machine washed	49	5
Can be hand washed	24	2
Washable[1]	*	14
Little or no ironing	44	11
Can be ironed easily	14	1
Quick drying	37	4
Can be machine dried	20	1
Wash and wear, drip dry[1]	*	2
Know how to care for it	16	*
Easy to care for[1]	*	2
Stain resistant	5	*
Fit, comfort, weight		
Good fit	68	52
Doesn't cling	43	11
Lightweight	33	1
Cool	21	5
Durability		
Holds its shape	44	7
Will last several years	31	11
Appearance and style		
Good styling	24	7
Pretty colors, patterns, designs	14	12
A specific style, e.g., simple, tailored[1]	*	17
Shadow panel, not transparent[1]	1	13
Lace, trim, fancy[1]	*	10
Wrinkle resistant	16	1
Other		
Fabric content	32	41
Right price	34	7
Worn during several seasons	27	1
Versatility	11	-
Good workmanship[1]	*	10
Type of waistband[1]	*	6
Brand name[1]	*	2
Miscellaneous[1]	*	3
Don't know[1]	3	3
Total	611	262
Number of cases	1,111	1,000

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 69: Which of these materials are your readymade petticoats or half-slips made of?
(Asked only of those having petticoats or half-slips.)

	Nylon	Cotton	Rayon/ acetate	Cotton and synthetics	Polyester	Silk	Cotton and rayon	Acrylic	Other fibers/ mixtures	Fiber not known	Total	Cases
	Percent											Number
United States total	67	28	17	16	7	5	4	2	3	2	151	2,111
Age												
18-29 years	70	25	16	17	5	6	2	1	2	3	147	649
30-39 years	64	28	19	20	8	5	5	2	3	2	156	529
40-49 years	68	27	17	14	9	5	3	2	4	2	151	480
50-65 years	66	35	15	12	7	6	5	2	3	2	153	453
Income group												
Lower	61	43	19	13	5	7	4	2	2	2	158	522
Middle	67	28	18	16	6	5	4	3	3	2	152	712
Upper	72	18	14	17	9	5	3	1	4	3	146	757
Education												
Grade school or less	56	47	19	8	5	6	5	2	2	2	152	324
Some high school	66	34	18	13	5	6	4	2	1	2	151	459
Completed high school	68	22	17	18	8	5	3	2	3	3	149	853
College, some or completed	76	21	14	20	8	4	3	1	4	2	153	467
Employment status												
Not employed	67	30	17	15	7	6	3	2	2	2	151	1,358
Employed full time	69	26	14	18	7	5	4	2	5	3	153	530
Employed part time	62	26	19	15	6	4	3	*	4	3	142	210
Community size												
Large cities	71	26	19	13	8	7	3	1	4	2	154	828
Small cities	68	28	14	18	5	5	4	2	1	3	148	855
Rural areas	60	33	19	15	8	3	4	4	3	2	151	428

*Less than 1 percent.

Question 70: Which one of these materials do you like best for petticoats and half-slips?
(Asked only of those having petticoats.)

	Nylon	Cotton	Cotton and synthetics	Rayon/ acetate	Polyester	Silk	Cotton and rayon	Other fibers/ mixtures	No preference	Cases
	Percent									Number
United States total	51	15	10	7	5	2	2	2	6	2,111
Age										
18-29 years	54	13	10	9	3	3	1	1	6	649
30-39 years	48	15	12	7	5	1	2	4	6	529
40-49 years	50	14	9	8	6	1	1	3	8	480
50-65 years	46	20	7	8	5	2	2	3	7	453
Income group										
Lower	44	27	7	9	3	2	2	1	5	522
Middle	50	15	10	8	5	1	2	3	6	712
Upper	56	7	11	6	6	2	1	3	8	757
Education										
Grade school or less	40	30	4	11	4	2	2	3	4	324
Some high school	49	22	8	8	3	2	2	2	4	459
Completed high school	52	10	12	8	5	2	2	2	7	853
College, some or completed	58	8	10	5	5	1	1	2	10	467
Employment status										
Not employed	50	15	9	9	5	2	2	2	6	1,358
Employed full time	52	12	12	6	5	2	2	2	7	530
Employed part time	49	15	10	8	4	2	1	2	9	210
Community size										
Large cities	54	11	7	9	5	3	2	3	6	828
Small cities	52	17	11	7	3	1	1	1	7	855
Rural areas	43	19	12	8	6	*	2	4	6	428

*Less than 1 percent.

Question 71: Why do you prefer this material for petticoats or half-slips?

	Fiber preferred							
	Nylon		Cotton		Cotton and synthetics		Rayon/acetate	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent							
Care and laundering								
Little or no ironing	51	45	26	6	46	35	32	17
Can be ironed easily	8	1	29	13	15	3	12	7
Quick drying	61	29	27	3	49	10	38	9
Can be machine dried	22	2	30	1	25	2	23	4
Wash and wear, drip dry[1]	*	3	-	2	-	3	1	4
Can be machine washed	44	11	62	15	55	15	43	11
Can be hand washed	26	6	26	3	17	3	30	1
Washable[1]	*	36	-	24	-	25	-	23
Know how to care for it	15	*	19	-	19	-	12	3
Easy to care for[1]	-	5	-	5	-	5	-	3
Stain resistant	4	*	5	1	6	-	4	-
Fit, comfort, weight								
Lightweight	40	3	43	1	34	2	42	1
Good fit	37	11	45	8	37	10	38	19
Doesn't cling	20	10	52	35	46	37	27	24
Cool	14	2	43	34	23	23	21	16
Comfortable (unspecified)[1]	*	4	-	7	-	2	1	3
Durability								
Will last several years	36	34	38	28	36	25	25	20
Holds its shape	36	14	39	8	40	10	34	16
Colorfast[1]	-	4	-	4	-	2	-	6
Won't fray, snag, pull at seams[1]	-	2	-	1	1	1	-	3
Appearance and style								
Good styling	19	2	14	-	13	-	11	1
Pretty colors, patterns, designs	9	4	12	2	5	1	5	4
Not transparent[1]	-	2	1	6	1	7	-	-
Wrinkle resistant	20	6	7	3	23	4	10	3
Material								
Fabric content[2]	15	11	21	17	24	7	15	6
Soft, smooth texture[1]	-	10	-	4	-	4	1	10
Other								
Right price	21	3	32	4	29	1	27	9
Worn during several seasons	22	1	34	4	19	-	26	1
Versatile	9	*	20	1	12	-	10	-
Miscellaneous[1]	-	1	-	3	-	-	-	6
Don't know[1]	2	3	-	3	1	2	2	4
Total	531	265	625	246	576	239	490	234
Number of cases	569	512	169	156	114	92	91	70

*Less than 1 percent.

[1] Not included on the card used for the aided-response interview.

[2] This category includes responses such as "Just like nylon," "I prefer cotton," etc.

Question 72a: How many petticoats and half-slips have you purchased in the past 12 months?
(Asked only of those having petticoats.)

	None	One	Two	Three	Four	Five or more	Not specified	Cases
	Percent							Number
United States total	29	14	21	14	10	11	1	2,111
Age								
18-29 years	27	13	21	14	10	14	1	649
30-39 years	29	15	20	14	10	11	1	529
40-49 years	29	15	20	16	11	9	*	480
50-65 years	38	14	24	11	7	5	1	453
Income group								
Lower	30	11	18	16	11	13	1	522
Middle	33	14	23	12	8	9	1	712
Upper	29	16	22	14	11	8	*	757
Education								
Grade school or less	35	12	20	14	7	11	1	324
Some high school	22	14	21	15	12	15	1	459
Completed high school	30	15	22	13	11	8	1	853
College, some or completed	33	14	22	14	9	7	1	467
Employment status								
Not employed	31	15	22	14	8	9	1	1,358
Employed full time	25	11	18	14	15	16	1	530
Employed part time	33	16	20	16	9	6	*	210
Community size								
Large cities	27	11	18	16	12	15	1	828
Small cities	32	15	23	14	8	7	1	855
Rural areas	31	19	24	11	9	5	1	428

* Less than 1 percent.

Question 72b: Which of these materials are your petticoats purchased in the past 12 months made of?
(Asked only of those having purchased petticoats in the past 12 months.)

	Nylon	Cotton	Cotton and synthetics	Rayon/ acetate	Polyester	Silk	Cotton and rayon	Other fibers/ mixtures	Fiber not specified	Total	Cases
	Percent										Number
United States total	59	23	14	12	6	3	2	3	3	125	1,482
Age											
18-29 years	63	23	13	12	5	4	2	3	3	128	473
30-39 years	56	22	16	15	7	3	3	4	3	129	378
40-49 years	60	22	14	12	7	2	1	5	3	126	344
50-65 years	59	29	11	9	6	3	5	2	3	127	287
Income group											
Lower	53	36	11	17	4	5	3	3	3	135	366
Middle	61	24	13	11	6	3	3	4	3	128	485
Upper	63	15	16	10	9	2	2	4	3	124	546
Education											
Grade school or less	53	40	8	9	5	4	5	5	3	132	211
Some high school	59	29	11	14	5	3	2	2	3	128	354
Completed high school	60	18	16	13	7	4	2	4	3	127	596
College, some or completed	64	17	15	10	8	2	3	4	4	127	313
Employment status											
Not employed	59	25	13	13	7	3	2	4	3	129	928
Employed full time	63	22	15	9	5	3	3	3	4	127	402
Employed part time	54	18	15	15	3	3	1	5	4	118	142
Community size											
Large cities	64	19	10	14	7	4	3	3	3	127	601
Small cities	59	26	16	11	5	3	2	3	3	128	584
Rural areas	52	27	15	12	7	2	2	5	4	126	297

Question 73: Which of these materials for petticoats and half-slips don't you particularly like? (Asked only of those having petticoats.)

	Principal materials disliked[1]										
	Rayon/ acetate	Silk	Cotton	Nylon	Cotton and silk	Cotton and rayon	Acrylic	Poly-ester	Cotton and syn-thet-ics	Total	Cases
	Percent										Number
United States total	52	36	34	21	20	17	15	13	11	219	2,111
Age											
18-29 years	47	36	37	21	20	15	14	11	9	210	649
30-39 years	51	36	32	24	16	14	12	11	9	205	529
40-49 years	56	36	35	22	21	17	16	16	12	231	480
50-65 years	56	36	29	17	24	21	18	16	14	231	453
Income group											
Lower	50	40	23	21	19	13	13	10	8	197	522
Middle	52	38	34	23	20	17	13	12	10	219	712
Upper	52	33	42	20	21	19	17	16	12	232	757
Education											
Grade school or less	48	34	19	19	15	15	12	11	8	181	324
Some high school	55	41	30	25	20	15	14	12	9	221	459
Completed high school	51	35	37	21	20	16	14	13	10	217	853
College, some or completed	53	34	42	19	24	20	17	16	13	238	467
Employment status											
Not employed	52	37	32	22	20	16	14	13	10	216	1,358
Employed full time	53	34	38	20	20	18	18	16	11	228	530
Employed part time	52	36	36	17	20	17	12	12	12	214	210
Community size											
Large cities	50	34	32	22	18	16	14	13	8	207	828
Small cities	55	37	36	20	23	18	16	14	12	231	855
Rural areas	50	37	31	22	17	15	14	12	12	210	428

[1] Linen, cotton and wool blends, and wool and rayon blends were mentioned by about 4 in 10 respondents. However, since these three fabrics are not generally used for petticoats or half-slips they were not subject to detailed analysis.

Question 74: Generally, how are your petticoats and half-slips taken care of? (Asked only of those having petticoats.)

	Hand washed	Machine washed	Not specified	Total	Cases
	Percent				Number
United States total	46	62	1	109	2,111
Age					
18-29 years	42	66	*	108	649
30-39 years	39	69	1	109	529
40-49 years	50	59	*	109	480
50-65 years	57	50	1	108	453
Income group					
Lower	53	56	1	111	522
Middle	45	63	1	109	712
Upper	42	66	*	108	757
Education					
Grade school or less	56	52	2	110	324
Some high school	47	62	1	110	459
Completed high school	43	63	1	107	853
College, some or completed	45	65	*	110	467
Employment status					
Not employed	45	63	1	109	1,358
Employed full time	49	58	1	108	530
Employed part time	46	64	1	111	210
Community size					
Large cities	55	57	*	112	828
Small cities	43	62	1	106	855
Rural areas	37	71	1	109	428

*Less than 1 percent.

Question 75: When you buy a petticoat or half-slip, how many years of use do you expect to get out of it?
(Asked only of those having petticoats.)

	1 year	2 years	3 years	4 years	5 or more years	Not specified	Cases
	Percent						Number
United States total	15	31	23	13	15	3	2,111
Age							
18-29 years	20	33	20	12	13	2	649
30-39 years	16	28	26	11	15	4	529
40-49 years	14	29	25	13	16	3	480
50-65 years	8	30	23	15	18	6	453
Income group							
Lower	19	31	20	15	10	5	522
Middle	14	34	23	11	15	3	712
Upper	12	28	25	13	19	3	757
Education							
Grade school or less	17	34	22	11	9	7	324
Some high school	21	31	20	13	13	2	459
Completed high school	14	30	24	14	15	3	853
College, some or completed	10	29	25	12	21	3	467
Employment status							
Not employed	13	29	25	13	16	4	1,358
Employed full time	20	32	20	12	13	3	530
Employed part time	14	31	20	16	14	5	210
Community size							
Large cities	15	30	25	12	14	4	828
Small cities	15	29	23	13	17	3	855
Rural areas	14	34	21	15	13	3	428

Question 76: Do you have any readymade whole slips that you have worn in the last year or so?

	Own	Do not own	Cases
	-- Percent --		Number
United States total	76	24	2,909
Age			
18-29 years	64	36	743
30-39 years	71	29	679
40-49 years	78	22	665
50-65 years	88	12	822
Income group			
Lower	78	22	795
Middle	74	26	979
Upper	76	24	957
Education			
Grade school or less	80	20	534
Some high school	71	29	648
Completed high school	75	25	1,096
College, some or completed	79	21	612
Employment status			
Not employed	75	25	1,906
Employed full time	78	22	701
Employed part time	76	24	285
Community size			
Large cities	62	38	1,050
Small cities	82	18	1,199
Rural areas	86	14	660

Question 77: What are the most important things you look for when buying a whole slip? (Asked only of those having whole slips.)

	Aided responses	Free responses
	------- Percent ------	
Fit, comfort, weight		
Good fit	76	57
Doesn't cling	43	10
Lightweight	33	1
Cool	19	3
Shadow panels, not transparent[1]	1	16
Type of straps[1]	*	9
Comfortable (unspecified)[1]	-	1
Care and laundering		
Little or no ironing	47	10
Can be ironed easily	14	2
Can be machine washed	52	5
Can be hand washed	25	1
Washable[1]	-	11
Quick drying	37	4
Can be machine dried	20	1
Wash and wear, drip dry[1]	*	*
Know how to care for it	17	*
Easy to care for[1]	*	2
Stain resistant	5	-
Appearance and style		
Good styling	33	12
Pretty colors, patterns, designs	14	10
A specific style, e.g., simple[1]	1	25
Lace, trim[1]	*	11
Wrinkle resistant	18	1
Durability		
Holds its shape	44	6
Will last several years	35	12
Material		
Fabric content	33	32
Quality of fabric[1]	*	6
Other		
Right price	33	6
Worn during several seasons	30	1
Good workmanship[1]	*	12
Versatility	10	-
Brand name[1]	-	3
Miscellaneous[1]	-	3
Don't know[1]	2	3
Total	642	276
Number of cases	1,137	1,051

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.

Question 78: Which of these materials are your whole slips made of?
(Asked only of those having whole slips.)

	Nylon	Cotton	Cotton and synthetics	Rayon/ acetate	Polyester	Silk	Cotton and rayon	Acrylic	Other fibers/ mixtures	Total	Cases
	Percent										Number
United States total	70	25	16	14	6	4	4	2	3	144	2,188
Age											
18-29 years	69	23	16	13	4	4	4	2	2	137	474
30-39 years	68	18	18	16	6	3	6	2	1	138	477
40-49 years	72	23	14	12	8	4	3	1	3	140	517
50-65 years	71	33	15	15	6	6	4	2	2	154	720
Income group											
Lower	61	43	14	19	4	6	5	1	2	155	619
Middle	73	24	17	13	6	4	4	3	1	145	724
Upper	77	12	16	11	8	3	3	1	2	133	723
Education											
Grade school or less	58	44	11	18	6	6	4	1	1	149	424
Some high school	70	33	15	15	5	3	5	1	2	149	462
Completed high school	72	17	17	15	6	5	4	2	3	141	815
College, some or completed	79	16	18	9	7	4	4	2	4	143	480
Employment status											
Not employed	69	26	14	15	6	4	4	2	2	142	1,423
Employed full time	74	23	20	12	6	5	4	2	2	148	545
Employed part time	72	29	16	13	7	4	4	1	2	148	215
Community size											
Large cities	72	21	12	14	5	7	4	2	3	140	649
Small cities	73	26	17	13	6	3	4	1	2	145	972
Rural areas	65	29	17	15	7	4	5	2	1	145	567

Question 79: Which one of these materials do you like best for whole slips?
(Asked only of those having whole slips.)

	Nylon	Cotton	Cotton and synthetics	Rayon/ acetate	Polyester	Cotton and rayon	Other fibers/ mixtures	No preference	Cases
	Percent								Number
United States total	54	13	9	6	4	2	4	8	2,188
Age									
18-29 years	57	11	10	7	3	2	4	6	474
30-39 years	53	8	13	9	4	3	1	9	477
40-49 years	56	11	8	5	6	2	4	8	517
50-65 years	50	17	8	5	4	2	4	10	720
Income group									
Lower	43	26	8	7	3	2	3	8	619
Middle	54	10	10	6	5	3	4	8	724
Upper	61	5	10	6	5	1	4	8	723
Education									
Grade school or less	42	27	7	7	4	2	4	7	424
Some high school	51	19	9	5	4	2	1	9	462
Completed high school	57	7	9	7	4	3	5	8	815
College, some or completed	60	6	10	5	4	2	4	9	480
Employment status									
Not employed	53	13	9	7	4	2	4	8	1,423
Employed full time	56	11	9	5	4	2	3	8	545
Employed part time	52	14	9	5	5	2	3	10	215
Community size									
Large cities	58	10	7	6	4	2	3	10	649
Small cities	54	11	10	6	4	2	5	8	972
Rural areas	48	16	11	7	4	2	4	8	567

Question 80: Why do you prefer this material for whole slips?

	Fiber preferred							
	Nylon		Cotton		Cotton and synthetics		Rayon/acetate	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent							
Care and laundering								
Little or no ironing	52	43	25	9	51	29	43	29
Can be ironed easily	9	2	30	10	13	4	11	3
Can be machine washed	49	14	62	15	68	18	39	11
Can be hand washed	26	6	25	2	16	-	23	6
Washable[1]	-	35	-	25	-	31	1	21
Quick drying	64	22	29	3	49	12	43	5
Can be machine dried	21	1	25	1	24	3	24	2
Wash and wear, drip dry[1]	*	1	-	-	-	4	-	-
Know how to care for it	17	*	21	-	26	1	12	-
Easy to care for[1]	-	6	-	5	1	6	-	10
Stain resistant	5	*	5	2	6	-	1	2
Fit, comfort, weight								
Good fit	44	17	46	10	45	14	42	16
Doesn't cling	22	8	46	35	62	40	35	27
Lightweight	39	3	38	-	32	5	42	3
Cool	13	2	38	29	34	23	19	13
Comfortable (unspecified)[1]	*	5	-	9	-	2	1	3
Durability								
Will last several years	40	39	34	35	37	31	30	30
Holds its shape	39	13	39	8	49	13	39	14
Colorfast[1]	-	3	1	5	-	3	-	5
Won't fray, snag, pull at seams[1]	*	2	1	2	-	3	-	3
Appearance and style								
Good styling	24	1	15	1	19	1	14	-
Pretty colors, patterns, designs	11	4	11	1	4	2	4	2
Not transparent[1]	-	1	2	2	1	4	-	3
Wrinkle resistant	22	5	6	2	23	2	14	-
Material								
Fabric content[2]	19	12	18	17	20	3	14	13
Soft, smooth texture[1]	*	8	1	8	1	5	-	11
Other								
Right price	23	2	27	8	26	1	22	2
Worn during several seasons	28	2	33	10	27	2	15	5
Versatile	10	*	10	1	13	-	5	-
Miscellaneous[1]	*	2	-	4	-	2	-	3
Don't know[1]	1	4	1	2	-	1	1	2
Total	578	263	589	261	647	265	494	244
Number of cases	618	579	155	130	112	95	75	64

* Less than 1 percent.
[1] Not included on the card used for the aided-response interview.
[2] This category includes responses such as "Just like nylon," "I prefer cotton," etc.

Question 81a: How many whole slips have you purchased in the past 12 months?
(Asked only of those having whole slips.)

	None	One	Two	Three	Four or more	Not specified	Cases
	Percent						Number
United States total	35	17	21	12	14	1	2,188
Age							
18-29 years	41	17	21	11	9	1	474
30-39 years	36	21	19	13	10	1	477
40-49 years	32	18	23	13	14	*	517
50-65 years	40	13	20	12	13	2	720
Income group							
Lower	37	13	20	14	15	1	619
Middle	38	17	20	11	12	2	724
Upper	36	20	22	11	11	*	723
Education							
Grade school or less	36	15	16	14	18	1	424
Some high school	34	16	23	14	12	1	462
Completed high school	39	16	23	11	10	1	815
College, some or completed	38	20	19	11	11	1	480
Employment status							
Not employed	40	18	20	11	10	1	1,423
Employed full time	30	14	22	14	19	1	545
Employed part time	32	15	26	15	12	*	215
Community size							
Large cities	38	15	19	13	14	1	649
Small cities	39	17	21	11	11	1	972
Rural areas	32	18	23	13	13	1	567

*Less than 1 percent.

Question 81b: Which of these materials are your whole slips purchased in the past 12 months made of?
(Asked only of those having purchased whole slips in the past 12 months.)

	Nylon	Cotton	Cotton and synthetics	Rayon/ acetate	Polyester	Silk	Cotton and rayon	Other fibers/ mixtures	Total	Cases
	Percent									Number
United States total	62	21	13	11	5	3	3	3	121	1,384
Age										
18-29 years	64	20	14	12	5	3	3	3	124	285
30-39 years	59	16	16	12	4	1	4	4	116	305
40-49 years	65	20	11	11	6	4	2	4	123	357
50-65 years	60	27	13	10	5	3	3	2	123	437
Income group										
Lower	52	36	11	16	2	4	3	3	127	392
Middle	63	20	15	9	5	3	3	3	121	453
Upper	71	10	14	8	6	2	3	3	117	469
Education										
Grade school or less	51	38	11	14	4	4	3	2	127	271
Some high school	58	28	12	12	5	2	4	3	124	305
Completed high school	67	13	15	11	6	3	2	3	120	500
College, some or completed	66	13	15	8	4	1	3	6	116	304
Employment status										
Not employed	60	21	13	12	5	3	3	3	120	852
Employed full time	68	23	14	8	4	2	3	1	123	381
Employed part time	60	21	15	10	5	5	2	5	123	146
Community size										
Large cities	65	16	10	10	4	4	3	7	119	403
Small cities	62	21	14	11	4	3	3	3	121	597
Rural areas	59	26	15	12	7	2	2	2	125	384

Question 82: Which of these materials for whole slips don't you particularly like?
(Asked only of those having whole slips.)

	Principal materials disliked										
	Rayon/ acetate	Cotton	Silk	Cotton and silk	Nylon	Cotton and rayon	Poly- ester	Acrylic	Cotton and syn- thet- ics	Total	Cases
	Percent										Number
United States total	53	37	37	20	18	16	14	14	11	220	2,188
Age											
18-29 years	48	41	39	20	18	14	13	13	8	214	474
30-39 years	50	37	36	17	22	13	11	12	8	206	477
40-49 years	57	38	37	20	16	18	16	14	12	228	517
50-65 years	55	33	35	23	16	19	17	17	14	229	720
Income group											
Lower	49	24	40	17	18	12	11	11	9	191	619
Middle	55	36	35	21	19	17	15	14	9	221	724
Upper	57	48	36	22	17	20	17	17	14	248	723
Education											
Grade school or less	46	21	39	18	20	15	13	12	11	195	424
Some high school	54	31	38	19	18	14	13	14	10	211	462
Completed high school	54	43	36	20	18	16	13	13	10	223	815
College, some or completed	55	47	35	25	15	21	19	19	14	250	480
Employment status											
Not employed	53	35	37	20	19	16	14	14	11	219	1,423
Employed full time	54	41	34	22	16	19	16	16	10	228	545
Employed part time	53	34	41	19	14	15	12	10	10	208	215
Community size											
Large cities	51	35	32	17	18	14	14	14	10	205	649
Small cities	56	39	40	25	18	19	15	15	11	238	972
Rural areas	51	36	36	17	17	15	13	14	11	210	567

Question 83: Generally, how are your whole slips taken care of?
(Asked only of those having whole slips.)

	Hand washed	Machine washed	Not specified	Total	Cases
	Percent				Number
United States total	45	62	1	108	2,188
Age					
18-29 years	43	66	-	109	474
30-39 years	34	73	1	108	477
40-49 years	45	63	1	109	517
50-65 years	52	53	1	106	720
Income group					
Lower	51	56	1	108	619
Middle	44	65	1	110	724
Upper	40	66	1	107	723
Education					
Grade school or less	51	55	2	108	424
Some high school	47	61	1	109	462
Completed high school	41	67	*	108	815
College, some or completed	43	64	1	108	480
Employment status					
Not employed	45	62	1	108	1,423
Employed full time	46	62	1	109	545
Employed part time	41	67	*	108	215
Community size					
Large cities	54	56	1	111	649
Small cities	43	62	1	106	972
Rural areas	37	71	*	108	567

*Less than 1 percent.

Question 84: When you buy a whole slip, how many years of use do you expect to get out of it? (Asked only of those having whole slips.)

	1 year	2 years	3 years	4 years	5 years	6 or more years	Not specified	Cases
	Percent							Number
United States total	11	28	27	13	12	5	4	2,188
Age								
18-29 years	14	29	25	13	10	5	4	474
30-39 years	11	30	28	12	14	2	3	477
40-49 years	12	29	28	12	12	3	4	517
50-65 years	9	26	26	15	13	6	5	720
Income group								
Lower	13	29	26	13	10	4	5	619
Middle	12	27	27	14	12	4	4	724
Upper	8	29	25	14	15	6	3	723
Education								
Grade school or less	13	27	27	14	8	5	6	424
Some high school	12	27	30	13	11	4	3	462
Completed high school	11	30	26	13	13	3	4	815
College, some or completed	9	26	24	14	17	6	4	480
Employment status								
Not employed	9	27	29	14	13	4	4	1,423
Employed full time	16	31	22	12	10	5	4	545
Employed part time	12	27	31	11	11	4	4	215
Community size								
Large cities	10	26	29	14	13	4	4	649
Small cities	10	29	26	12	14	5	4	972
Rural areas	13	29	26	15	9	4	4	567

Question 85a: Do you personally own any clothing in wash and wear fabrics?

Question 85b: Have you ever heard of wash and wear materials?

	Own	Do not own			Cases
		Total	Aware	Not aware	
	Percent				Number
United States total	73	27	24	3	2,909
Age					
18-29 years	77	23	22	1	743
30-39 years	76	24	22	2	679
40-49 years	75	25	22	3	665
50-65 years	67	33	29	4	822
Income group					
Lower	63	37	31	6	795
Middle	75	25	24	1	979
Upper	81	19	19	*	957
Education					
Grade school or less	54	46	37	9	534
Some high school	72	28	26	2	648
Completed high school	79	21	21	*	1,096
College, some or completed	83	17	16	1	612
Employment status					
Not employed	71	29	26	3	1,906
Employed full time	80	20	19	1	701
Employed part time	76	24	24	*	285
Community size					
Large cities	71	29	26	3	1,050
Small cities	75	25	23	2	1,199
Rural areas	75	25	22	3	660

*Less than 1 percent.

Question 86: Why don't you own any clothes made of wash and wear fabrics?
(Asked only of those who do not own wash and wear clothes but are aware of them.)

	Total
	Percent
Needs ironing, not really wash and wear	26
Satisfied with other fabrics	15
Too expensive	12
Dislike styles	11
No special reason; just don't own any	27
Miscellaneous	7
Don't know	9
Total	107
Number of cases	692

Question 87: What does the term wash and wear clothing mean to you?
(Asked only of those having wash and wear clothes.)

	Total
	Percent
Little ironing needed	38
No ironing needed	35
Irons easily	6
Easy to wash	20
Machine washable	12
Hand washable	4
Does not wrinkle	9
Dries quickly, easily	8
Will last several years	6
Easy to care for	5
Holds its shape	4
Colorfast	3
Right price	2
Negative attributes: e.g., needs ironing, not really wash and wear	20
Miscellaneous	9
Don't know, no answer	1
Total	182
Number of cases	2,131

Question 88: What garments are available in wash and wear fabrics?
(Asked only of those having wash and wear clothes.)

	Total
	Percent
Dresses	80
Blouses	79
Slacks, pants	38
Slips	37
Skirts	34
All other lingerie	30
Men's, boys' shirts	26
Shorts	11
Suits	8
Jackets, coats	6
Children's clothing	5
Uniforms, aprons	4
Robes, housecoats	4
Miscellaneous	4
Don't know	6
Total	372
Number of cases	2,131

Question 89: Which of these materials do you think of as being wash and wear?

Question 91: Which of these materials are your wash and wear clothes made of?

Question 92: Which one of these materials do you like best for wash and wear?

Question 95a: Which of these materials for wash and wear clothes don't you particularly like? (Asked only of those having wash and wear clothes.)

	Materials associated with wash and wear	Materials respondent's wash and wear clothes are made of	Materials liked best for wash and wear clothes	Materials disliked for wash and wear clothes
	Percent			
Cotton and synthetics	73	58	36	2
Polyester	66	38	17	4
Nylon	53	33	10	7
Rayon/acetate	38	17	5	5
Acrylic	42	13	3	3
Cotton	32	25	11	3
Cotton and rayon	17	7	2	1
Silk	4	1	-	1
Cotton and silk	4	1	*	*
Wool and rayon	3	1	*	1
Linen	3	1	*	1
Cotton and wool	3	1	*	1
Other fibers/mixtures	*	*	*	-
Don't know, no answer	2	5	6	54
No preference	-	-	10	-
None disliked	-	-	-	23
Total	340	201	100	106
Number of cases	2,131	2,131	2,131	2,131

*Less than 1 percent.

Question 90: What kind of clothes do you have in wash and wear fabrics? (Asked only of those having wash and wear clothes.)

	Total
	Percent
Blouses	68
Dresses	67
Slips	34
All other lingerie	22
Skirts	18
Slacks, pants	17
Shorts	6
Uniforms, aprons	5
Suits	3
Robes, housecoats	3
Jackets, coats	2
Others	3
Not specified	1
Total	249
Number of cases	2,131

Question 93: Why do you prefer this material for wash and wear clothes?

	Fiber preferred for wash and wear clothing							
	Cotton and synthetics		Polyester		Cotton		Nylon	
	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses	Aided responses	Free responses
	Percent							
Care and laundering								
Little or no ironing	72	55	75	62	49	31	67	68
Can be ironed easily	33	9	26	4	46	10	12	2
Can be machine washed	55	12	51	3	68	10	38	4
Can be hand washed	24	5	24	2	21	1	40	5
Easy to wash[1]	-	29	1	38	1	32	-	40
Quick drying	57	9	56	10	43	6	78	16
Can be machine dried	28	1	24	-	31	-	16	-
Know how to care for it	20	-	16	-	25	-	21	-
Easy to care for[1]	*	8	-	10	-	8	-	7
Stain resistant	6	2	10	3	9	2	5	3
Fit, comfort, weight								
Lightweight	41	4	40	4	40	1	39	2
Good fit	26	1	24	1	38	1	28	-
Cool	23	8	23	10	30	15	10	2
Doesn't cling	22	2	20	-	20	4	11	2
Comfortable (unspecified)[1]	-	3	-	4	-	6	-	2
Durability								
Will last several years	33	23	21	10	29	26	32	14
Holds its shape	38	9	34	9	38	6	28	6
Colorfast[1]	-	6	1	9	1	12	-	3
Appearance and style								
Good styling	21	1	17	1	23	2	19	-
Pretty colors, patterns, designs	18	2	18	1	34	7	20	1
Looks dressy[1]	*	6	-	4	-	3	-	1
Wrinkle resistant	42	26	47	17	19	16	32	16
Other								
Worn during several seasons	25	1	23	1	34	1	35	-
Right price	23	2	14	2	29	7	17	1
Fabric content[2]	22	1	17	-	19	-	19	-
Versatile	22	1	19	1	17	7	16	-
Soft, smooth texture[1]	*	5	-	6	-	4	-	3
Miscellaneous[1]	-	3	-	2	1	6	-	5
Don't know[1]	1	4	1	2	2	5	-	3
Total	652	238	602	216	667	229	583	206
Number of cases	401	352	199	168	136	107	113	108

*Less than 1 percent.
[1] Not included on the card used for the aided-response interview.
[2] This category includes responses such as "Just like cotton," "I prefer cotton and synthetics," etc.

Question 94: What don't you particularly like about wash and wear clothing for women?
(Asked only of those having wash and wear clothes.)

	Total
	Percent
Requires too much ironing	26
Not colorfast	5
Stains hard to remove	5
Difficult to iron	3
Wrinkles easily	3
Warm, too hot	2
Frays, snags, pulls at seams	2
Not durable, doesn't wears well	2
Too expensive	2
Can't use bleach	2
Loses its shape	2
Miscellaneous	8
Don't know	2
Nothing disliked	52
Total	116
Number of cases	2,131

Question 95b: Why don't you like cotton for wash and wear clothes?
(Asked only of those who dislike cotton for wash and wear clothes.)

	Total
	Percent
Requires too much ironing	71
Wrinkles easily	33
Difficult to iron	12
Requires starch	7
Does not dry quickly	3
Miscellaneous	14
Don't know	5
Total	145
Number of cases	58

Question 96: All in all, would you say that wash and wear clothing for women is very satisfactory, satisfactory enough, or not at all satisfactory?
(Asked only of those having wash and wear clothes.)

	Total
	Percent
Very satisfactory	47
Satisfactory enough	46
Not at all satisfactory	6
Not reported	1
Number of cases	2,131

Question 97a: Do you personally own any summer clothes in stretch fabrics?

Question 97b: Have you ever heard of summer clothes that were made of stretch materials?

	Own	Do not own			Cases
		Total	Aware	Not aware	
	Percent				Number
United States total	28	72	58	14	2,909
Age					
18-29 years	48	52	44	8	743
30-39 years	37	63	52	11	679
40-49 years	21	79	65	14	665
50-65 years	9	91	68	22	822
Income group					
Lower	17	83	60	23	795
Middle	30	70	58	12	979
Upper	36	64	56	8	957
Education					
Grade school or less	10	90	62	28	534
Some high school	27	73	58	15	648
Completed high school	36	64	55	9	1,096
College, some or completed	33	67	58	9	612
Employment status					
Not employed	27	73	57	16	1,906
Employed full time	29	71	60	11	701
Employed part time	33	67	55	12	285
Community size					
Large cities	30	70	52	18	1,050
Small cities	26	74	62	12	1,199
Rural areas	28	72	59	13	660

Question 98: Why don't you own any summer clothes made of stretch materials? (Asked only of those who do not own stretch clothes but are aware of them.)

	Total Percent
Appearance	
Unbecoming, revealing	47
Not suitable for my age	13
Wearing qualities, comfort, weight	
Uncomfortable fit	11
Too warm	5
Lose their shape	5
Don't perceive need	
No need for them	8
Never wear pants, slacks	6
Too expensive	5
Not readily available	4
No special reason; just don't own any	11
Miscellaneous	3
Don't know	3
Total	121
Number of cases	1,663

Question 99a: Which of these summer clothes do you own in stretch fabrics? (Asked only of those having stretch clothes.)

	Slacks, pants	Shorts	Blouses	Skirts	Total	Cases
	Percent					Number
United States total	90	25	11	10	136	820
Age						
18-29 years	91	28	13	11	143	353
30-39 years	91	25	8	8	132	252
40-49 years	89	25	11	9	134	138
50-65 years	87	9	12	12	120	77
Income group						
Lower	90	21	15	16	142	136
Middle	92	26	11	10	139	295
Upper	90	25	10	7	132	346
Education						
Grade school or less	93	24	11	7	135	55
Some high school	94	23	13	9	139	172
Completed high school	90	26	10	10	136	389
College, some or completed	88	24	11	10	133	201
Employment status						
Not employed	91	27	11	8	137	521
Employed full time	89	20	10	14	133	202
Employed part time	91	25	11	10	137	93
Community size						
Large cities	90	21	15	9	135	317
Small cities	88	28	9	10	135	316
Rural areas	94	26	7	10	137	187

Question 99b: What fibers or blends are your stretch clothes made of?

	Total owning			
	Slacks, pants	Shorts	Blouses	Skirts
	Percent			
Cotton	19	27	26	22
Cotton and synthetics	16	18	10	14
Denim	15	19	2	8
Other cotton blends	7	6	6	6
Nylon	7	4	12	4
Rayon/acetate	5	3	4	6
Wool blends	4	1	2	4
Cotton and rayon	3	*	3	1
Polyester	3	2	7	4
Other fibers/mixtures	4	4	3	4
Don't know fiber	27	19	26	30
Total	110	103	101	103
Number of cases	741	204	90	79

*Less than 1 percent.

Question 100: What fiber or blends do you like best for stretch summer clothes such as slacks or pants, shirts, shorts, and blouses? (Asked only of those having stretch clothes.)

	Cotton	Cotton and synthetics	Denim	Other cotton blends	Nylon	Polyester	Rayon/acetate	Cotton and rayon	Other fibers/mixtures	No preference	Total	Cases
	Percent											Number
United States total	20	13	10	6	5	3	3	3	4	36	103	820
Age												
18-29 years	21	12	10	7	6	3	2	3	5	36	105	353
30-39 years	19	14	12	5	3	4	4	3	5	35	104	252
40-49 years	23	10	11	5	6	5	2	4	3	35	104	138
50-65 years	16	19	6	6	5	3	4	1	-	41	101	77
Income group												
Lower	24	15	6	4	4	2	1	4	5	35	100	136
Middle	21	13	12	6	5	3	3	3	3	35	104	295
Upper	18	14	11	7	4	4	3	2	4	37	104	346
Education												
Grade school or less	18	9	11	4	5	2	-	4	4	43	100	55
Some high school	20	12	12	6	7	3	1	4	5	34	104	172
Completed high school	22	12	10	7	5	3	5	3	3	34	104	389
College, some or completed	16	18	9	5	3	3	2	1	4	39	100	201
Employment status												
Not employed	19	15	10	5	6	3	3	3	4	37	105	521
Employed full time	24	11	12	9	3	3	2	2	4	31	101	202
Employed part time	17	11	6	4	2	4	5	5	3	43	100	93
Community size												
Large cities	19	11	8	5	6	4	5	3	6	39	106	317
Small cities	23	13	13	6	4	3	2	3	3	35	105	316
Rural areas	19	19	10	7	5	3	2	3	3	35	106	187

Question 101: Why do you prefer this material for these summer stretch clothes?

	Fiber preferred		
	Cotton	Cotton and synthetics	Denim
	----------Percent----------		
Fit, comfort, weight			
Cool	27	17	7
Comfortable fit	22	41	41
Doesn't cling	5	2	2
Comfortable (unspecified)	3	7	5
Lightweight	2	7	5
Care and laundering			
Washable	26	16	18
Can be machine washed	14	13	10
Little or no ironing	22	21	19
Easy to iron	10	4	5
Easy to care for	4	11	4
Miscellaneous laundering	2	2	3
Durability			
Holds its shape	17	27	34
Will last a long time	17	27	34
Other			
Wrinkle resistant	3	9	7
Miscellaneous	5	8	11
Don't know/no answer	5	1	4
No experience with other fibers	7	6	5
Total	191	219	214
Number of cases	166	109	83

Question 102a: What do you like about women's summer clothes made of stretch materials? (Asked only of those having stretch clothes.)

	Total
Fit, comfort, weight	Percent
Comfortable fit	60
Comfortable (unspecified)	9
Cool	5
Durability	
Holds its shape	20
Will last a long time	11
Care and laundering	
Little or no ironing	16
Can be machine washed	7
Washable	6
Easy to care for	6
Easy to iron	3
Can be hand washed	2
Wash and wear	2
Other	
Wrinkle resistant	10
Miscellaneous	6
Don't know	6
Nothing liked	7
Total	176
Number of cases	820

Question 102b: What don't you like about women's summer clothes made of stretch materials? (Asked only of those having stretch clothes.)

	Total
	Percent
Lose their shape	17
Unbecoming, revealing	12
Warm, not porous	9
Fray, snag, pull at seams	8
Uncomfortable fit	8
Miscellaneous	9
Don't know	7
Nothing disliked	42
Total	112
Number of cases	820

Question 103: All in all, would you say that women's summer clothes made of stretch materials are very satisfactory, satisfactory enough, or not at all satisfactory?
(Asked only of those having stretch clothes.)

	Total
	Percent
Very satisfactory	39
Satisfactory enough	50
Not at all satisfactory	11
Number of cases	820

Question 104a: Have you ever owned any wool clothes that were machine washable?

Question 104b: Have you ever heard of machine washable woolens?

	Own	Do not own			Cases
		Total	Aware	Not aware	
	Percent				Number
United States total	13	87	31	56	2,909
Age					
18-29 years	14	86	27	59	743
30-39 years	17	83	33	50	679
40-49 years	12	88	34	54	665
50-65 years	10	90	32	58	822
Income group					
Lower	11	89	26	63	795
Middle	14	86	32	54	979
Upper	14	86	35	51	957
Education					
Grade school or less	10	90	25	65	534
Some high school	11	89	28	61	648
Completed high school	13	87	33	54	1,096
College, some or completed	19	81	37	44	612
Employment status					
Not employed	13	87	30	57	1,906
Employed full time	13	87	33	54	701
Employed part time	12	88	35	53	285
Community size					
Large cities	13	87	28	59	1,050
Small cities	13	87	33	54	1,199
Rural areas	13	87	34	53	660

Question 105: Why haven't you ever owned woolen garments that were machine washable? (Asked only of those who do not own machine washable woolens but are aware of them.)

	Total Percent
Should be drycleaned	34
Allergic to wool	13
Don't wear much wool	7
Too expensive	7
Wool too warm	6
Dislike styles	6
No experience with fiber	7
Miscellaneous	3
No special reason; just haven't gotten to it; haven't seen it	26
Total	109
Number of cases	907

Question 106: What clothes made of wool did you have that were machine washable? (Asked only of those who have ever owned machine washable woolen clothes.)

	Total Percent
Skirts, jumpers	42
Sweaters	38
Dresses	21
Slacks	19
Blouses, tops	9
Suits	6
Others	9
Not specified	1
Total	145
Number of cases	382

Question 107: What do you like about machine-washable woolens? (Asked only of those who have ever owned machine washable woolen clothes.)

	Total Percent
Economical upkeep	39
Easy to care for	30
Hold their shape	12
Cleaner than drycleaning	9
Last a long time	7
Soft, fluffy	6
Colorfast	4
Miscellaneous	3
Don't know	14
Nothing liked	12
Total	136
Number of cases	382

Question 108: What don't you like about machine washable woolens? (Asked only of those who have ever owned machine washable woolen clothes.)

	Total Percent
Lose their shape	22
Difficult to wash	12
Difficult to iron	6
Lose body	4
Get fuzzy	4
Miscellaneous	9
Don't know	12
Nothing disliked	43
Total	112
Number of cases	382

Question 109a: Have you had any difficulty lately in finding clothes made out of 100 percent cotton?

Question 109b: What clothes were difficult to find in 100 percent cotton?

	Total Percent
No problems	82
Problems	18
Dresses	11
Blouses	8
Skirts	2
Miscellaneous	4
Don't recall	2
Number of cases	2,909

Budget Bureau No. 40-6460.1 Questionnaires
Expiration Date: November 30, 1965

With the exception of check-box material, some instructions to interviewers, and office-record information, the questionnaires used for this study are reproduced below in entirety. Instructions to interviewers are in upper case letters enclosed in parentheses. The cards used and questions asked were identical in content and wording for both questionnaires except where noted. The cards used are reproduced at the end of the questionnaire.

Hello! I'm Mrs._____of Depth Interviews Company, Inc. 1/ I am making some interviews for the U.S. Department of Agriculture about women's clothes, and I am interested in your ideas.

Section A. Shopping Practices

First, I would like to ask you a few questions about your clothes buying habits and some of the problems encountered when purchasing clothing.

1. Structured: (SHOW CARD A) Which of these reasons best describes the difficulties and problems you run into most often when buying clothes, any kind of clothes, for yourself? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

1. Open-end: What difficulties and problems do you run into most often when buying clothes, any kind of clothes, for yourself?

2. If you were the head of a women's clothing company, what would you want to change or improve about women's clothes?

3a. When you are shopping for clothes do you usually make sure what type of fiber or fabric the garment is made of before you buy it? (IF "YES," SKIP TO Q. 3d)

b. When shopping are there some garments that you check for the fiber content or fabric? (IF "NO," SKIP TO Q. 4)

c. IF "YES": Which ones? (SKIP TO Q. 4)

d. How do you go about finding out about the fiber or fabric?

e. Are there any garments that you would buy without making sure what type of fiber or fabric they were made of? (IF "NO," SKIP TO Q. 4)

f. IF "YES": Which ones?

4a. Have you had any problems or dissatisfactions in connection with the tags or labels put on clothes that describe how to care for them? (IF "NO," SKIP TO Q. 4c)

b. IF "YES": What kinds of problems or dissatisfactions have you had?

c. How important to you is this label or tag? Do you consider it very important, fairly important, or not very important at all?

Section B. Fabric Attitudes

(ASK ALL) Now, let's cover all of your ideas about a few materials.

5a. Structured: (SHOW CARD B) First, please tell me everything you like about rayon. (YOU MAY DO THIS BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

5a.-9b. Open-end: Same as structured with the exception of statements enclosed in parentheses.

b. (SHOW CARD C) Next, please tell me everything you don't like so well about rayon. (YOU MAY DO THIS BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

6a. (SHOW CARD B) Now, please tell me everything you like about cotton. Any others?

b. (SHOW CARD C) Please tell me everything you don't like so well about cotton. Any others?

1/ Subsidiary of Daniel Yankelovich, Inc.

7a. (SHOW CARD B) Please tell me everything you like about cotton-Dacron mixtures. Any others?

b. (SHOW CARD C) Next, please tell me everything you don't like so well about cotton-Dacron mixtures. Any others?

8a. (SHOW CARD B) Please tell me everything you like about all-Dacron. Any others?

b. (SHOW CARD C) Please tell me everything you don't like so well about all-Dacron. Any others?

9a. (SHOW CARD B) Please tell me everything you like about nylon. Any others?

b. (SHOW CARD C) Please tell me everything you don't like so well about nylon. Any others?

Section C. Warm-Weather Knit Dresses

10. (ASK ALL) Now, I'd like to ask you a few questions about your readymade clothes--the ones which you've actually worn--in the last year or so. Do you have any readymade knit dresses for use in warm weather that you have worn in the last year or so? (IF "NO," SKIP TO Q. 20)

11. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a warm-weather knit dress? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

11. Open-end: Same as structured with the exception of statements enclosed in parentheses.

12. (SHOW CARD D) Which of these materials are your warm-weather knit dresses made of? Any others?

13. (SHOW CARD D) Which one of these materials do you like best for your warm-weather knit dresses? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 15) Any others?

14. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

14. Open-end: Why do you prefer this material?

15a. How many warm-weather knit dresses have you purchased in the past 12 months? (IF "NONE," SKIP TO Q. 16)

b. (SHOW CARD D) Which of these materials are they made of? Any others?

16. (SHOW CARD D) Which of these materials for warm-weather knit dresses don't you particularly like? Any others?

17. Generally, how are your warm-weather knit dresses taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

18. When you buy a warm-weather knit dress, how many years of use do you expect to get out of it?

19. During which particular seasons of the year do you want to wear a warm-weather knit dress? (READ ALOUD) Summer, spring, fall, winter?

Section D. Warm-Weather Suits

20. (ASK ALL) Now, let's talk about suits that are worn during the warmer weather--matching jackets and skirts for warm weather wear--have you any readymade warm-weather suits that you have worn in the last year or so? (IF "NO," SKIP TO Q. 29)

21. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a warm-weather suit? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

21. Open-end: Same as structured with the exception of statements enclosed in parentheses.

22. (SHOW CARD E) Which of these materials are your warm-weather suits made of? Any others?

23. (SHOW CARD E) Which one of these materials do you like best for warm-weather suits? (IF "NO PREFERENCE" OR "DON'T KNOW" SKIP TO Q. 25) Any others?

24. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

24. Open-end: Why do you prefer this material? Any others?

25a. How many warm-weather suits have you purchased in the past 12 months? (IF "NONE," SKIP TO Q. 26)

b. (SHOW CARD E) Which of these materials are they made of? Any others?

26. (SHOW CARD E) Which of these materials for warm-weather suits don't you particularly like? Any others?

27. Generally, how are your warm-weather suits taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

28. When you buy a warm-weather suit, how many years of use do you expect to get out of it?

Section E. Warm-Weather Skirts

29. (ASK ALL) Do you have any readymade skirts that are worn during the warmer weather, that you have worn in the last year or so--not two-piece suits or dresses but just separate skirts for warm-weather wear? (IF "NO," SKIP TO Q. 38)

30. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a warm-weather skirt? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

30. Open-end: Same as structured with the exception of statements enclosed in parentheses.

31. (SHOW CARD E) Which of these materials are your readymade warm-weather skirts made of? Any others?

32. (SHOW CARD E) Which one of these materials do you like best for warm-weather skirts? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 34) Any others?

33. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

33. Open-end: Why do you prefer this material?

34a. How many warm-weather skirts have you purchased in the past 12 months? (IF "NONE," SKIP TO Q. 35)

b. (SHOW CARD E) Which of these materials are they made of? Any others?

35. (SHOW CARD E) Which of these materials for warm-weather skirts don't you particularly like? Any others?

36. Generally, how are your warm-weather skirts taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

37. When you buy a warm-weather skirt, how many years of use do you expect to get out of it?

Section F. Summer Dresses

(ASK ALL) Now, let's talk about dresses that are worn in the summer.

38. Do you have any readymade dresses for wear in the summer that you have worn in the last year or so? I am not asking about housedresses or very dressy clothes but just regular summer dresses. (IF "NO," SKIP TO Q. 48)

39. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a summer dress? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

39. Open-end: Same as structured with the exception of statements enclosed in parentheses.

40. (SHOW CARD E) Which of these materials are your readymade summer dresses made of? Any others?

41. (SHOW CARD E) Which one of these materials do you like best for summer dresses? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 43) Any others?

42. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

42. Open-end: Why do you prefer this material? Any others?

43a. How many summer dresses have you purchased in the past 12 months? (IF "NONE," SKIP TO Q. 44) Any others?

b. (SHOW CARD E) Which of these materials are they made of? Any others?

44. (SHOW CARD E) Which of these materials for summer dresses don't you particularly like? Any others?

45. Generally, how are your summer dresses taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

46. When you buy a summer dress, how many years of use do you expect to get out of it?

47. During which particular seasons of the year do you want to wear a summer dress? (READ ALOUD) Summer, spring, fall, winter?

Section G. Between-Seasons Dresses

48. (ASK ALL) What about between-seasons dresses--do you have any readymade between-seasons dresses that you have worn in the last year or so? (IF "NO," SKIP TO Q. 58)

49. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a between-seasons dress? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

49. Open-end: Same as structured with the exception of statements enclosed in parentheses.

50. (SHOW CARD E) Which of these materials are your readymade between-seasons dresses made of? Any others?

51. (SHOW CARD E) Which one of these materials do you like best for between-seasons dresses? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 53) Any others?

52. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

52. Open-end: Why do you prefer this material?

53a. How many between-seasons dresses have you pruchased in the past 12 months? (IF "NONE," SKIP TO Q. 54)

b. (SHOW CARD E) Which of these materials are they made of? Any others?

54. (SHOW CARD E) Which of these materials for between-seasons dresses don't you particularly like? Any others?

55. Generally, how are your between-seasons dresses taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

56. When you buy a between-seasons dress, how many years of use do you expect to get out of it?

57. During which particular seasons of the year do you want to wear between-seasons dresses? (READ ALOUD) Summer, spring, fall, winter?

Section H. Blouses

(ASK ALL) Now, let's talk about some clothes that you may wear the year around.

58. Do you have any readymade blouses, excluding knit tops, that you have worn in the last year or so? (IF "NO," SKIP TO Q. 67)

59. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a blouse? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

59. Open-end: Same as structured with the exception of statements enclosed in parentheses.

60. (SHOW CARD E) Which of these materials are your readymade blouses made of? Any others?

61. (SHOW CARD E) Which one of these materials do you like best for readymade blouses? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 63) Any others?

62. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

62. Open-end: Why do you prefer this material?

63a. How many blouses have you purchased in the past 12 months? (IF "NONE," SKIP TO Q. 64)

b. (SHOW CARD E) Which of these materials are they made of? Any others?

64. (SHOW CARD E) Which of these materials for blouses don't you particularly like? Any others?

65. Generally, how are your blouses taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

66. When you buy a blouse, how many years of use do you expect to get out of it?

Section I. Petticoats or half-slips

67. (ASK ALL) Do you have any readymade petticoats or half-slips (not crinolines) that you have worn in the last year or so? (IF "NO,": SKIP TO Q. 76)

68. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a petticoat or half-slip? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

68. Open-end: Same as structured with the exception of statements enclosed in parentheses.

69. (SHOW CARD E) Which of these materials are your readymade petticoats or half slips made of? Any others?

70. (SHOW CARD E) Which one of these materials do you like best for petticoats and half-slips? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 72) Any others?

71. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

71. Open-end: Why do you prefer this material?

72a. How many petticoats and half-slips have you purchased in the past 12 months? (IF "NONE," SKIP TO Q. 73`

b. (SHOW CARD E) Which of these materials are they made of? Any others?

73. (SHOW CARD E) Which of these materials for petticoats and half-slips don't you particularly like? Any others?

74. Generally, how are your petticoats and half-slips taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

75. When you buy a petticoat or half-slip, how many years of use do you expect to get out of it?

Section J. Whole slips

76. (ASK ALL) Now, whole slips-- do you have any readymade whole slips that you have worn in the last year or so? (IF "NO," SKIP TO Q. 85)

77. Structured: IF "YES": (SHOW CARD B) What are the most important things you look for when buying a whole slip? (INDICATE BY CALLING OFF THE NUMBERS THAT CORRESPOND TO THE STATEMENTS THAT APPLY TO YOU) Any others?

77. Open-end: Same as structured with the exception of statements enclosed in parentheses.

78. (SHOW CARD E) Which of these materials are your whole slips made of? Any others?

79. (SHOW CARD E) Which one of these materials do you like best for whole slips? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 81) Any others?

80. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

80. Open-end: Why do you prefer this material?

81a. How many whole slips have you purchased in the past 12 months? (IF "NONE," SKIP TO Q. 82)

b. (SHOW CARD E) Which of these materials are they made of? Any others?

82. (SHOW CARD E) Which of these materials for whole slips don't you particularly like? Any others?

83. Generally, how are your whole slips taken care of? Are they hand washed, machine washed, drycleaned professionally, or drycleaned in a coin-op?

84. When you buy a whole slip, how many years of use do you expect to get out of it?

Section K. Wash and Wear

85a. (ASK ALL) Now, let's talk about wash and wear clothing. Do you personally own any clothing in wash and wear fabrics? (IF "YES," SKIP TO Q. 87)

b. Have you ever heard of wash and wear materials? (IF "NO," SKIP TO Q. 97)

86. Why don't you own any clothes made of wash and wear fabrics? (SKIP TO Q. 97)

87. What does the term wash and wear clothing mean to you?

88. What garments are available in wash and wear fabrics?

89. (SHOW CARD E) Which of these materials do you think of as being wash and wear?

90. What kind of clothes do you have in wash and wear fabrics?

91. (SHOW CARD E) Which of these materials are your wash and wear clothes made of? Any others?

92. (SHOW CARD E) Which one of these materials do you like best for wash and wears? (IF "NO PREFERENCE" OR "DON'T KNOW," SKIP TO Q. 94) Any others?

93. Structured: (SHOW CARD B) Which of these reasons best describes why you prefer this material? Any others?

93. Open-end: Why do you prefer this material?

94. What don't you particularly like about wash and wear clothing for women?

95a. (SHOW CARD E) Which of these materials for wash and wear clothes don't you particularly like? (IF "NONE DISLIKED" OR " DON'T KNOW," SKIP TO Q. 96) Any others?

IF COTTON NAMED (STATEMENT #1)

b. Why don't you like cotton for wash and wear clothes?

96. All in all, would you say that wash and wear clothes for women are very satisfactory, satisfactory enough, or not at all satisfactory?

Section L. Stretch Materials

97a. (ASK ALL) Now, let's talk about summer clothes made out of stretch materials--excluding knits? Do you personally own any summer clothes in stretch fabrics? (IF "YES," SKIP TO Q. 99)

b. Have you ever heard of summer clothes that were made of stretch materials? (IF "NO," SKIP TO Q. 104)

98. Why don't you own any summer clothes made of stretch materials? (SKIP TO Q. 104)

99a. Which of these summer clothes do you own in stretch fabrics? (READ ALOUD EACH OF THE ITEMS LISTED BELOW)

Slacks or pants	Shorts
Skirts	Blouses

99b. (FOR EACH CATEGORY CIRCLED AS "YES," ASK:) What fibers or blends are your (clothes named) made of?

100. What fiber or blends do you like best for stretch summer clothes such as slacks or pants, skirts, shorts, and blouses?

101. Why do you prefer this material for these summer stretch clothes?

102a. What do you like about women's summer clothes made of stretch materials?

b. What don't you like about women's summer clothes made of stretch materials?

103. All in all, would you say that women's summer clothes made of stretch materials are very satisfactory, satisfactory enough, or not at all satisfactory?

Section M. Machine Washable Woolens

104a. (ASK ALL) Have you ever owned any wool clothes that were machine washable? (IF "YES," SKIP TO Q. 106)

b. Have you ever heard of machine washable woolens? (IF "NO," SKIP TO Q. 109)

105. Why haven't you ever owned woolen garments that were machine washable? (SKIP TO Q. 109)

106. What clothes made of wool did you have that were machine washable?

107. What do you like about machine washable woolens?

108. What don't you like about machine washable woolens?

109a. (ASK ALL) Now, one last question concerning another material--100 percent cotton. Have you had any difficulty lately in finding clothes made out of 100 percent cotton? (IF "YES," CONTINUE TO Q. 109b)

b. What clothes were difficult to find in 100 percent cotton? (GO TO CLASSIFICATION DATA)

110. Age of Respondent: Are you between: 18-29 years, 30-39 years, 40-49 years, or 50-65 years?

111. Are you married or single? 112. What was the last grade of school you completed?

Respondent's Employment Status:

113. Are you employed full or part time? 114a. (IF EMPLOYED) What is your occupation?

114b. In what type of business or industry do you work?

115. (USE CARD F) "What is your annual family income?" This is the combined income of all members of the family, earned in one year; which includes the head of household, his wife and children, and anybody else who works and is living in the household.

CARDS USED IN THE INTERVIEWS

CARD A

Statement 1: I am short waisted.
Statement 2: I am long waisted.
Statement 3: I need a short length.
Statement 4: I need a long length.
Statement 5: I have a small waist.
Statement 6: I have a large waist.
Statement 7: Doesn't fit around the shoulders.
Statement 8: I have wide hips.
Statement 9: Limited styles, selections.
Statement 10: I have problems with necklines.
Statement 11: Can't find correct sizes.
Statement 12: Sizes don't run true.
Statement 13: Poor workmanship.

CARD B

Statement 1: Pretty colors, patterns, designs.
Statement 2: Lightweight.
Statement 3: Quick drying.
Statement 4: Fabric content.
Statement 5: Good styling.
Statement 6: Good fit.
Statement 7: Cool.
Statement 8: Can be machine washed.
Statement 9: Can be machine dried.
Statement 10: Can be hand washed.
Statement 11: Can be worn during several seasons.
Statement 12: Little or no ironing.
Statement 13: Wrinkle resistant.
Statement 14: Versatile,--can be worn for different occasions.
Statement 15: Can be ironed easily.
Statement 16: Stain resistant.
Statement 17: Holds its shape.
Statement 18: Will last several years.
Statement 19: Right price.
Statement 20: Doesn't cling.
Statement 21: Know how to take care of it.

CARD C

Statement 1: Too heavy.
Statement 2: Difficult to machine launder.
Statement 3: Attracts dust, lint, etc.
Statement 4: Requires too much ironing.
Statement 5: Not colorfast.
Statement 6: Frays, snags, pulls at the seams.
Statement 7: Difficult to iron.
Statement 8: Not durable--is not long lasting.
Statement 9: Warm.
Statement 10: Loses its shape--shrinks, stretches.
Statement 11: Wrinkles easily.
Statement 12: Cheap looking.
Statement 13: Stains hard to remove.
Statement 14: Too lightweight, not warm enough.
Statement 15: Clings to the body.
Statement 16: Retains odor.
Statement 17: Not sure how to take care of it.

CARD D

Statement 1: All cotton
Statement 2: All nylon
Statement 3: All rayon
Statement 4: All silk
Statement 5: All wool
Statement 6: All linen
Statement 7: Acetate (Arnel, Chromspun, Estron, etc.)
Statement 8: All polyester (Dacron, Kodel, Fortrel, etc.)
Statement 9 : All acrylic (Acrilan, Orlon, etc.)
Statement 10: Blends of a cotton and synthetics. (cotton and Dacron, cotton and nylon, cotton and polyester, etc.)
Statement 11: Blends of cotton and rayon or cotton and acetate.
Statement 12: Blends of cotton and wool.
Statement 13: Blends of cotton and silk.
Statement 14: Blends of wool and rayon or wool and acetate. Any others?

(CARD E IS IDENTICAL TO CARD D WITH THE EXCEPTION OF WOOL WHICH IS OMITTED IN CARD E)

CARD F

TOTAL FAMILY INCOME

A. Under $2,000 per year
B. $2,000 - 2,999 per year
C. $3,000 - 3,999 per year
D. $4,000 - 4,999 per year
E. $5,000 - 5,999 per year
F. $6,000 - 6,999 per year
G. $7,000 - 7,999 per year
H. $8,000 - 9,999 per year
I. $10,000 or more per year

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